



OKLAHOMA
CareerTech

Badge Details

Name	0570 – Retailing
Description	Retail Management is a program that will prepare the student to operate businesses that sell, rent, or lease goods and services. This course will provide insight into the theory and application of merchandise/service assortment, pricing, promotion mix, location, store layout, and customer service activities necessary for successful retail operations. Students taking marketing related courses should have the opportunity to participate in a student organization, an association of marketing students. Student organization-related activities and curricula may be used as an approved part of all marketing classes.

Criteria	<p><i>Candidates receiving this certification will take an exam with the following criteria:</i></p> <p>The exam is composed of 52 questions.</p> <ol style="list-style-type: none">1. Retailing Business and Fundamentals 17%2. Retail Market Strategy 18%3. Merchandise Management 45%4. Retail Operations Management 20%
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