UNBEATABLE VALUE  CCSF offers low-cost credit and free noncredit courses in an incredible array of career and technical programs and academic disciplines. In addition to affordable tuition, you can take advantage of the College’s financial aid, scholarships, book loan, and work study opportunities while achieving your educational goals.

OPPORTUNITIES FOR ALL  Hope to enter or advance in a career? Plan to transfer? Want to improve your English? Seek personal enrichment opportunities? CCSF’s doors are open to you. If you are 18 years of age or older or if you have a high school degree or G.E.D., you can choose from thousands of CCSF courses. Some programs may require specific preparation in order to participate. Current high school students may be eligible for courses through concurrent enrollment.

LOCATIONS IN YOUR NEIGHBORHOOD  With a dozen campuses and nearly 200 instructional sites throughout San Francisco, you are bound to find CCSF near your home or work. Our locations run classes day, night, and on the weekends—making courses convenient for your schedule.

HIGH-QUALITY TEACHING  CCSF’s faculty have a passion for teaching and excellent qualifications. Nearly all have Master’s degrees and many hold Doctorates in their instructional area. Students in career and technical programs benefit from faculty who are dedicated to teaching and keep their skills current by continuing to work in the field.

CITY COLLEGE OF SAN FRANCISCO OFFERS YOU:

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“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

– Jeff Bezos, CEO and Founder, Amazon.com

Why Retail Management?
Retailing is a global industry that spans marketing, high-technology and business leadership.

Whether you prefer the people, the creative or the analytical side of business, the retail industry has a role perfectly suited to you and your talents.

What Types of Jobs Are Available?
Depending on your education and experience, job titles in retail include:

- Retail Sales
- Store Management
- Visual Merchandising
- Category Management
- Supply Chain Management
- Business Analyst

We invite you to explore our program to see if a career in Retail Management is right for you.

What Will I Learn?
The Retail Management Certificate introduces students to the fundamentals of business, marketing, and retail. The program provides students with the tools to:

- Analyze market opportunities
- Recruit and manage people
- Manage supplier relationships
- Promote a retail business using online and offline marketing strategies
- Use the principles of consumer behavior to create a buying experience that will build loyal customers
- Analyze business profitability

How Long Will It Take?
The Retail Management Certificate is 10 courses and can be completed one class at a time, or in as few as 2 semesters if taking a full-time load.

Retail experience is a plus, but is not required to successfully complete this program.

Your Future
The San Francisco Bay Area is home to the headquarters of large retailers such as Apple, eBay, Gap, Levi-Strauss, Ross Stores, Safeway, and Williams-Sonoma, as well as many smaller ones.

The Certificate meets the requirements of the Western Association of Food Chains (WAFC) Retail Management Certificate program.

Members of the WAFC include Bristol Farms, Costco, Foods Co, Lucky, Safeway, and Smart & Final.

Retail experience is a plus, but is not required to successfully complete this program.

When you apply for a job, you can be confident they will recognize the value of your education.

For more information, visit us at www.ccsf.edu/retail