

## Standards for Success

A commitment to excellence in the mastery of business skills and technology is the formula used at Clark College to prepare students for career success today and in the future.

Through close association with business representatives in the community, Clark College faculty have developed a curriculum based upon the knowledge, job skills, and professional attitudes needed to meet the challenge of the workplace.

The goals for those studying business at Clark College may include:

- Acquiring immediate skills to enter the job market
- Increasing earning potential
- Expanding career options
- Personal growth
- Transferring to a four-year degree college or university



### College Abilities

Clark College has identified six college-wide abilities that help students apply what they learn. The core abilities are taught across the curriculum and students continually practice and improve their skills in the six areas.

#### Communication

The ability to understand and deliver written, spoken and visual communication clearly and accurately.

#### Critical Thinking/Problem Solving

The ability to formulate, evaluate and synthesize facts, data, ideas, assumptions, values and points of view.

#### Effective Citizenship

The ability to identify community issues; evaluate and respect various opinions and values; and articulate one's own perspective.

#### Global/Multicultural Perspectives

The ability to identify, analyze and demonstrate how culture shapes world perceptions, values and behaviors.

#### Lifelong Learning

The ability to set and revise goals, access resources and assume responsibility for one's own learning.

#### Information/Technology

The ability to identify resources; retrieve and manage data; interpret, evaluate and use information; and adapt to changing technologies.

Clark College does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, sexual orientation, gender identity, gender expression, creed, disabled veteran status, marital status or Vietnam-era veteran status in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:

Director for Equity and Diversity  
Baird Administration Building  
(360) 992-2355  
(360) 992-2835 (TTY)

## Business Administration

# Merchandising Management



- Gain the necessary background to advance to positions of managerial responsibility in the field of merchandising
- Associate in Applied Science Degree in Merchandising Management
- Two-year program



# Merchandising Management

The Business Administration program teaches individuals how to maintain a competitive edge in business today through theory and practical application.

Whether you are intending to work for yourself or for someone else, our professional-technical training programs are specially designed to meet your needs. Our Business Administration graduates have found successful positions in accounting, sales and service, merchandising, and management.

## Computer Training

Computers have revolutionized the business world. Clark College's business administration courses provide a solid foundation in using computers for business functions. Students receive practical hands-on training using current equipment and software programs. Classes are designed to closely reflect the needs of business. Computers are available for class use and individual practice.

In the Tutoring Center, students can receive one-on-one assistance and use PC tutorials for skill practice and assignments.

Students must complete all specifically listed courses and major area requirements with a minimum grade of "C" or better in order to successfully complete the program and earn the award.



## Merchandising Management

*Associate in Applied Science Degree*

Broadly speaking, merchandising refers to the transfer of products from producers to consumers. With the problems of distribution and merchandising becoming more complex, there is a need for men and women who possess the training necessary for leadership in this marketing/purchasing field. The recommended program is designed to give students the necessary background to advance to positions of managerial responsibility in the field of merchandising.

### Major Area Requirements

#### First Quarter

BTEC 150	Computer Business Applications	5 credits
BUS 101	Introduction to Business	5 credits
or		
MGMT 100	The Business Environment	5 credits
MATH 065	Fundamentals of Business Math (or equivalent)	5 credits

#### Second Quarter

BUS 028	Basic Accounting Procedures	3 credits
BUS 116	Merchandising Management	3 credits

#### Third Quarter

BUS 029	Basic Accounting Procedures	3 credits
BUS 115	Small Business Management	3 credits
BUS 117	Advertising	3 credits
or 217	Principles of Advertising	5 credits
BUS 199	Cooperative Work Experience (optional)	0-3 credits

#### Fourth Quarter

BUS 199	Cooperative Work Experience (optional)	0-3 credits
BUS 251	Professional Selling	3 credits
ECON 101	Introduction to Economics	3 credits
or 201	Macroeconomics	5 credits

#### Fifth Quarter

BTEC 136	Business Calculators	5 credits
BUS 199	Cooperative Work Experience (optional)	0-3 credits

#### Sixth Quarter

BUS 224	Business Law	5 credits
BUS 260	Principles of Marketing	5 credits

**Minimum Credits Required 90 credits**

*(including general education requirements)*

Refer to the Degree & Certificate Requirements section in the Clark College Catalog to identify the courses needed to satisfy the General Education Requirements.



[www.clark.edu](http://www.clark.edu)

For more information, see the Clark College Catalog or contact the General Advising Office at (360) 992-2345  
Clark College ■ 1800 E. McLoughlin Blvd. ■ Vancouver, WA 98663-3598 ■ (360) 992-2000