

# **GOAL STATEMENT**

## Retail Management

**Thomas Jefferson High School**

The Retail Management course is for the serious business student who plans to pursue a career in entrepreneurship, management, marketing, or sales. The students will be responsible for learning the intricate details of the daily operations of a retail establishment and will be operating a small retail store within our school environment to serve our community. The students will be in charge of everything from purchasing and inventory control to marketing and publicity to bookkeeping and website management, etc.

**During this course the student will:**

1. Understand terminology related to retail management and store ownership.
2. Learn and apply principals of retail management