

June 21, 2007

07-112

AUTHORITY TO APPLY TO THE STATE BOARD OF
EDUCATION FOR APPROVAL OF THE
CERTIFICATE OF COMPLETION IN MARKETING:
ENTRY-LEVEL SALES AND SERVICE FOR
PORTLAND COMMUNITY COLLEGE, TILLAMOOK
BAY COMMUNITY COLLEGE, AND COLUMBIA
GORGE COMMUNITY COLLEGE

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REPORT: PCC has participated in a statewide community
college consortium with the Western Association of
Food Chains (WAFC) to develop the current
certificate in Retail Management. Employers such as
Haggen, Safeway and Fred Meyer support the
certificate. The proposed entry-level certificate of 13
credits is designed to provide an initial credential for
those who are only able to commit to taking two
courses per term while they are in the process of
pursuing the longer certificate in Retail Management.
The entry-level certificate in Sales and Service is
aligned with the certificate in Retail Management,
provides students with foundational skills in sales and
service, allows students to earn a state-approved
credential in two terms, and encourages retention and
pursuit of the certificate in Retail Management and

AAS degrees in Accounting, Marketing, and/or Management.

RECOMMENDATION:

That the college be authorized to submit an application to the Oregon State Board of Education for a certificate of completion in Marketing: Entry-level Sales and Service.