

# Institutional Research Report

## Program Assessment for Retail Management (RET)



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## **Program Assessment for Retail Management (RET)**

Prepared by:

The Office of Institutional Research  
May 2001

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Oakland Community College  
Retail Management (RET)  
Program Assessment  
2001

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## Program Assessment Retail Sales Management (RET)

### INTRODUCTION

This program assessment for Retail Management takes into consideration many factors such as training, qualifications and advancement; current and projected employment rates at the national, state and local levels; earnings respective to geographic levels; job outlook, earnings; and education or training opportunities. Information has been collected from many sources including Occupational Outlook Handbook, Michigan Occupational Information System, Michigan Community College Network, The Lansing State Journal and data from Institutional Research Databases. Furthermore, detailed trends for enrollment and degree/certificate acquirement at OCC and the state level are incorporated into this report.

### MAJOR FINDINGS

- The expected growth rate until 2005 for Retail Sales Managers in Michigan is 12%. This is similar to the expected national average of 10-20%. However, from 2005 until 2008 the growth is expected to taper off with a predicted 0-9% decline.
- The average annual income for a Retail Sales Manager is influenced by type of sale. For example, managers in automobile sales make \$50,100, followed by grocery store Sales Managers at \$24,900, miscellaneous shopping goods Sales Managers make \$22,400, those managing department store sales make about \$21,900 and managers at gasoline service stations make \$21,000.
- Retail Sales Managers in the Great Lakes region make on average of 35% more income than the national average.
- There are four active Retail Management programs in Michigan: Delta Community College, two at Kalamazoo Valley Community College, and Oakland Community College. Although there were 41 students enrolled in these programs last year there was only one graduate, which was from OCC.
- At OCC there has been a steep ten year decline of credit hours taken for the RET program. Between 1999 and 2000 there was 15% decline in enrollment (see Table 1.2).
- Similarly, the statewide enrollment in Retail Management programs has dropped 25.5% since 1998.

### QUESTIONS AND ISSUES

- Although the Michigan Occupational Information System (MOIS) database predicts the growth for Retail Sales Management to be faster than average for the state of Michigan, the Lansing State Journal's position is that these data may be incorrect in light of the current downward turn in the automobile and banking industries in Michigan.
- Taking into consideration the steep decline in enrollment and graduation at OCC, what is the cost of marketing the program more versus revenue received?

## SUPPORTING DATA

### Description of Occupation

Retail Managers should possess and hold specialized knowledge in one of many types of products and management skills. Some of their tasks are to make work schedules, interview, hire, and train employees. They must order stock and monitor for any theft. Finally, they must also ensure that customers receive satisfactory service and quality goods.

### Training, Qualifications, Advancement

- Retail Management sales worker supervisors and managers usually acquire knowledge of management principles and practices through working experience. Many supervisors and managers begin their careers on the sales floor as salespersons, cashiers, or customer service workers.
- Supervisors and managers who have completed post-secondary education have earned a broad range of associate or bachelor's degrees. Internship programs, usually developed together by individual schools and Retail Management firms, are a very common way to enhance an educational program.
- Once on the job, the type and amount of training available for supervisors and managers varies. Many national chains have formal training programs for management trainees that include both classroom and on the floor training. Training may last from one week to one year or more.

*(Source: Occupational Outlook Handbook, Bureau of Labor Statistics)*

### Employment

#### **National:**

- Approximately 1.7 million jobs as Retail Management sales worker supervisors and managers were held in 1998. About 40% of Retail Sales Managers are self-employed, mainly as storeowners. Although managers work throughout the Retail Management trade industry, most are found in grocery and department stores, motor vehicle dealers, and clothing and accessory stores.

*(Source: Occupational Outlook Handbook, Bureau of Labor Statistics)*

#### **State:**

- In 1996 there were about 43,350 Retail Management Sales Managers and Store Managers employed in Michigan.

*(Source: Michigan Occupational Information System)*

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## Earnings

### *National:*

- Median annual earnings of salaried marketing and sales worker supervisors, including commission, in 1998 were \$29,570. Salaries of Retail Managers vary substantially, depending on many factors such as responsibility, length of service, type, size, and location of the store. Median annual earnings in the industries employing the largest number of salaried marketing and sales worker supervisors in 1997 were as follows: (Source: *Occupational Outlook Handbook, Bureau of Labor Statistics*).

New and used car dealers	\$50,100
Grocery stores	\$24,900
Miscellaneous shopping goods stores	\$22,400
Department stores	\$21,900
Gasoline service stations	\$21,000

### *State:*

- The average annual earning of salaried Retail Sales Managers for the state of Michigan in 1998 was also \$45,200 per year.

(Source: *Michigan Occupational Information System*)

### *Regional:*

- In 1998, Sales Managers in the Great Lakes area earned an average of \$45,200 per year.

(Source: *Michigan Occupational Information System*)

## Job Outlook/Forecast

### *National:*

- The projected employment growth for Retail Management through 2008 is at 0-9%. As independent Retail Management face increasing competition from national chains, the number of self-employed retail sales worker supervisors and managers is expected to decline because they will not be able to compete.

(Source: *Occupational Outlook Handbook, Bureau of Labor Statistics*).

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### Job Outlook/Forecast

#### **State:**

- Through the year 2005, employment of Retail Sales Managers in Michigan is expected to grow 11.9%. Employment of Retail Management Sales Managers is closely related to the economy of the state. Therefore, if the state takes an economic downturn then the employment of retail managers is expected to decline.

*(Source: Michigan Occupational Information System)*

#### **Regional:**

- Growth in this occupation is expected to be between 10-20%. There is a change that the growth may be restrained because Retail Management companies are placing more emphasis on sales staff employment levels and increase the number of responsibilities of the current Retail Management sales workers, supervisors, and managers. Many entry-level management positions are expected to occur as experienced supervisors and managers move into higher levels of management, transfer to other occupations, or leave the labor force.

*(Source: Occupational Outlook Handbook, Bureau of Labor Statistics)*

### Education/Training Opportunities

#### **Similar Programs**

- Training opportunities with the employer, as discussed previously, are available for new Retail Sales Managers. Employers pay for on-site training, including on the floor and formal training in a classroom. Training may last up to one year or more in order to gain experience during all shopping seasons. On the other hand, some stores may not have any formal training programs.
- There are two other Community Colleges in Michigan that have Retail Management/Marketing programs similar to our own.

**Table 1.1: Public Community Colleges in Michigan with similar programs.**

Institution	Program Title
Delta Community College	Retail Management
Kalamazoo Valley Community College	Retail Management/ Marketing Retail Management
Oakland Community College	Mgt. Dev. - Retail Management

*(Source: Michigan Community College Network)*

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*Enrollment*

Table 1.2: Annual statewide enrollment.

Year	Delta	Percent Change	KVCC	Percent Change	OCC	Percent Change	State Wide Total	Percent Change
98-99	17	—	18	—	20	—	55	-
99-00	13	-29%	11	-39%	17	-15%	41	-25.5

*(Source: Michigan Department of Education)*

*Graduates*

Table 1.3: Annual degrees.

OCC	Percent Change	State-Wide Graduates	Percent Change
0	—	0	—
1	100%	1	100%

*(Source: Michigan Department of Education)*



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**Appendix**



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**Credit Hour Trends Report**  
**Retailing**  
**RET**  
**1999-00**

Prepared by:  
Oakland Community College  
Office of Institutional Research  
February 16, 2001

**Oakland Community College  
Credit Hour Trends Report  
Retailing  
1990-91 through 1999-00**

Each year the Office of Institutional Research prepares the Credit Hour Trends report, based on data submitted to the State of Michigan in the annual ACS-6 (Activities Classification Structure) process. This report is based on each course section's official count date (1/10th Day). The Credit Hour Trends report examines annual (July 1 - June 30) enrollment trends of OCC disciplines, based on course prefix codes.

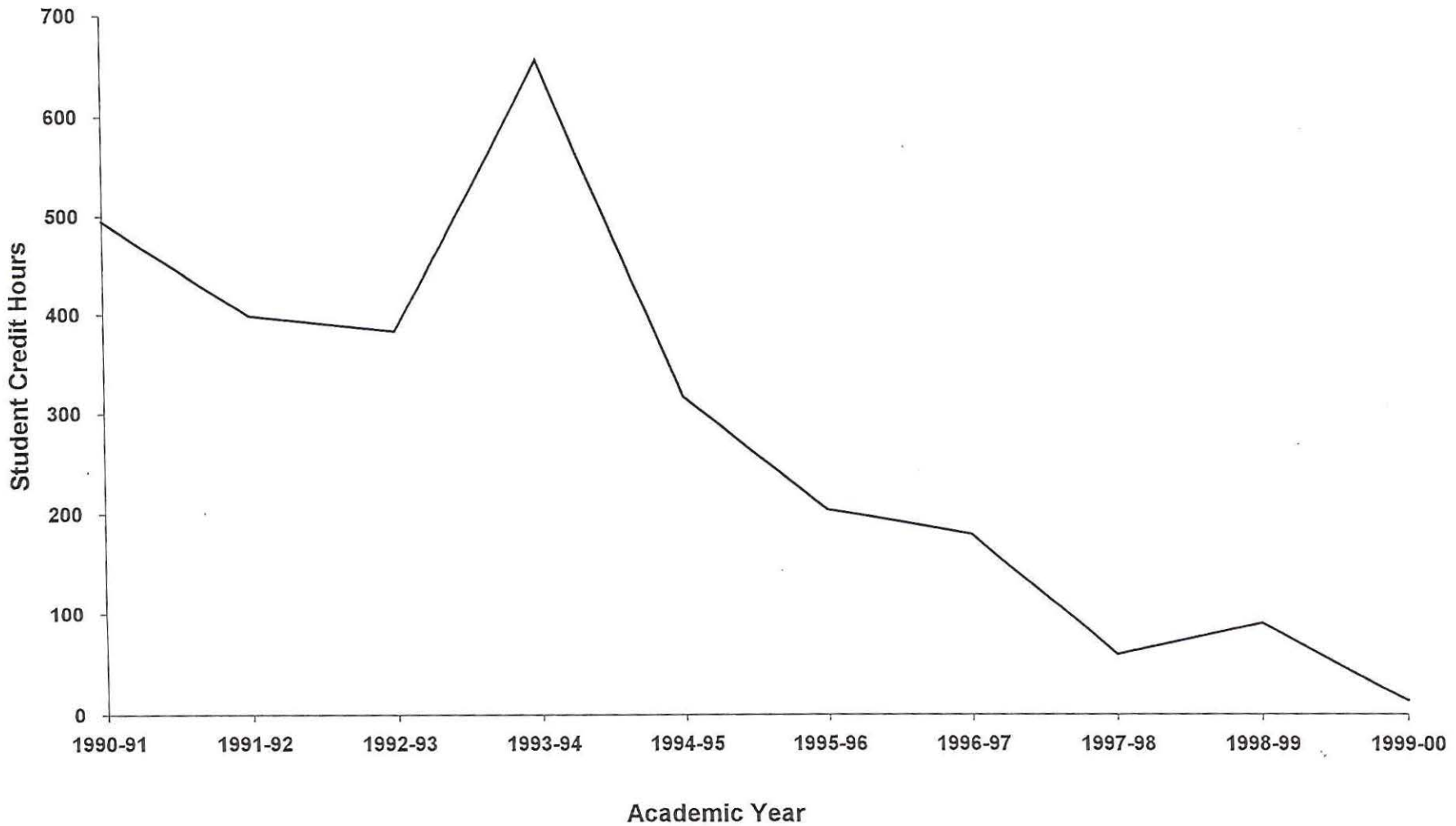
Trends over a specified period of time are illustrated by the following graphs for Retailing.

- Graph depicting ten year trend in student credit hours generated by Retailing
- Graphs depicting 3-year moving mean and rate of change in student credit hours for Retailing.
- Ten year trend in annual credit hours generated college-wide.

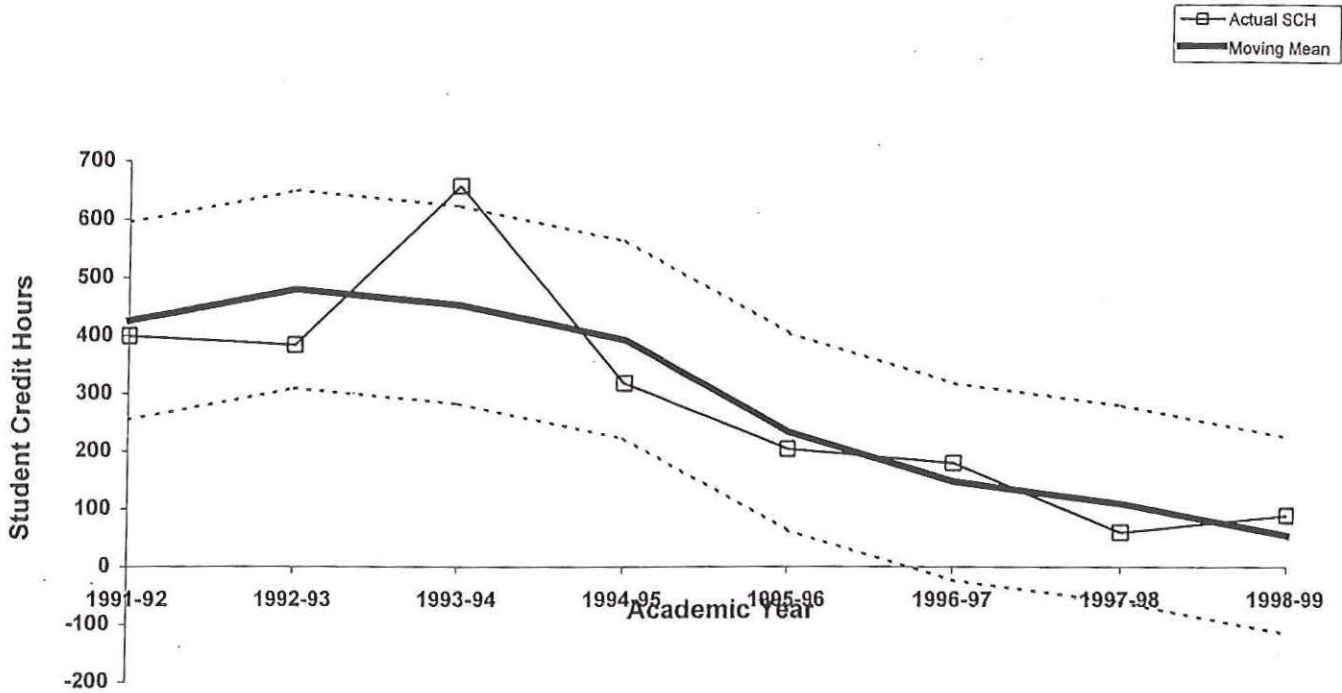
Questions regarding this report can be addressed to the Office of Institutional Research at (248) 522-3883.

**Oakland Community College  
Ten Year Trend in Student Credit Hours  
Retailing  
1990-91 through 1999-00**

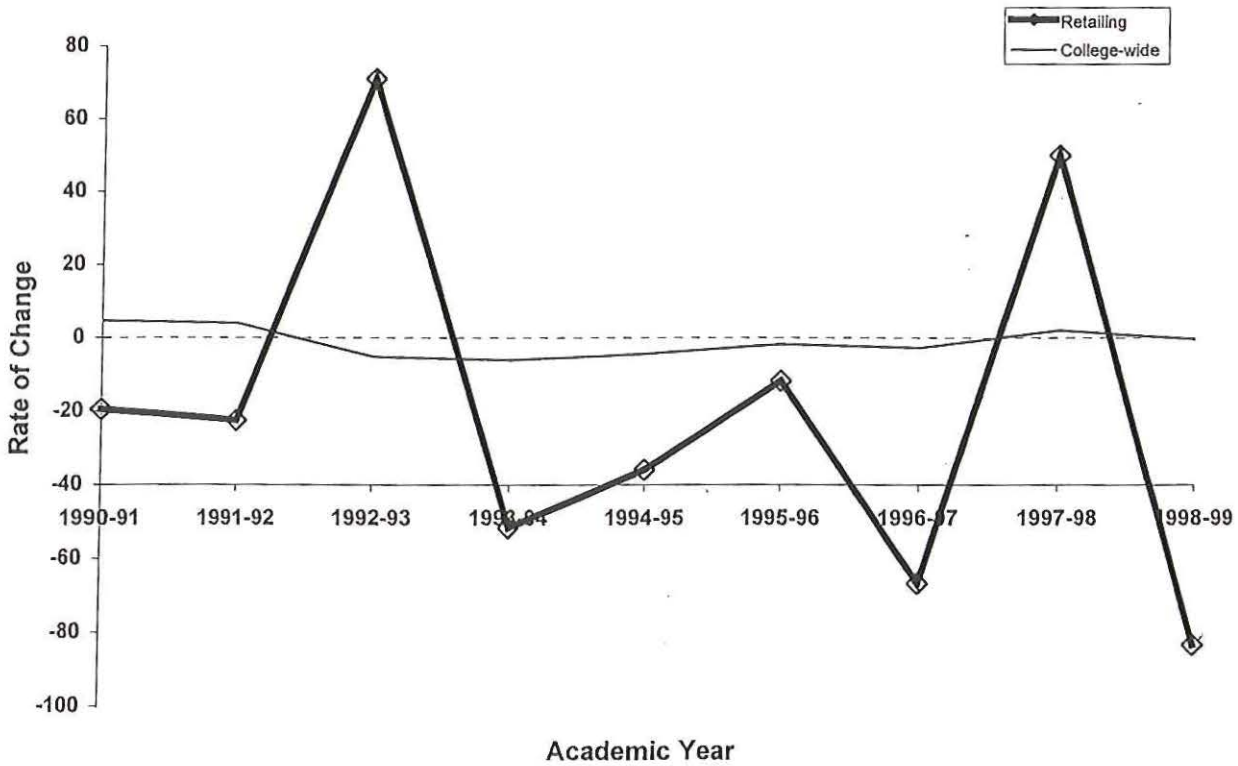
	1990-91 SCH	1991-92 SCH	1992-93 SCH	1993-94 SCH	1994-95 SCH	1995-96 SCH	1996-97 SCH	1997-98 SCH	1998-99 SCH	1999-00 SCH	5-Year % Change	10-Year % Change
Retailing	495	399	384	657	318	204	180	60	90	15	-92.6	-97.0
College Wide Totals	508,276	532,100	528,686	501,553	471,593	451,159	443,471	431,521	440,448	438,997	-2.7	-13.6



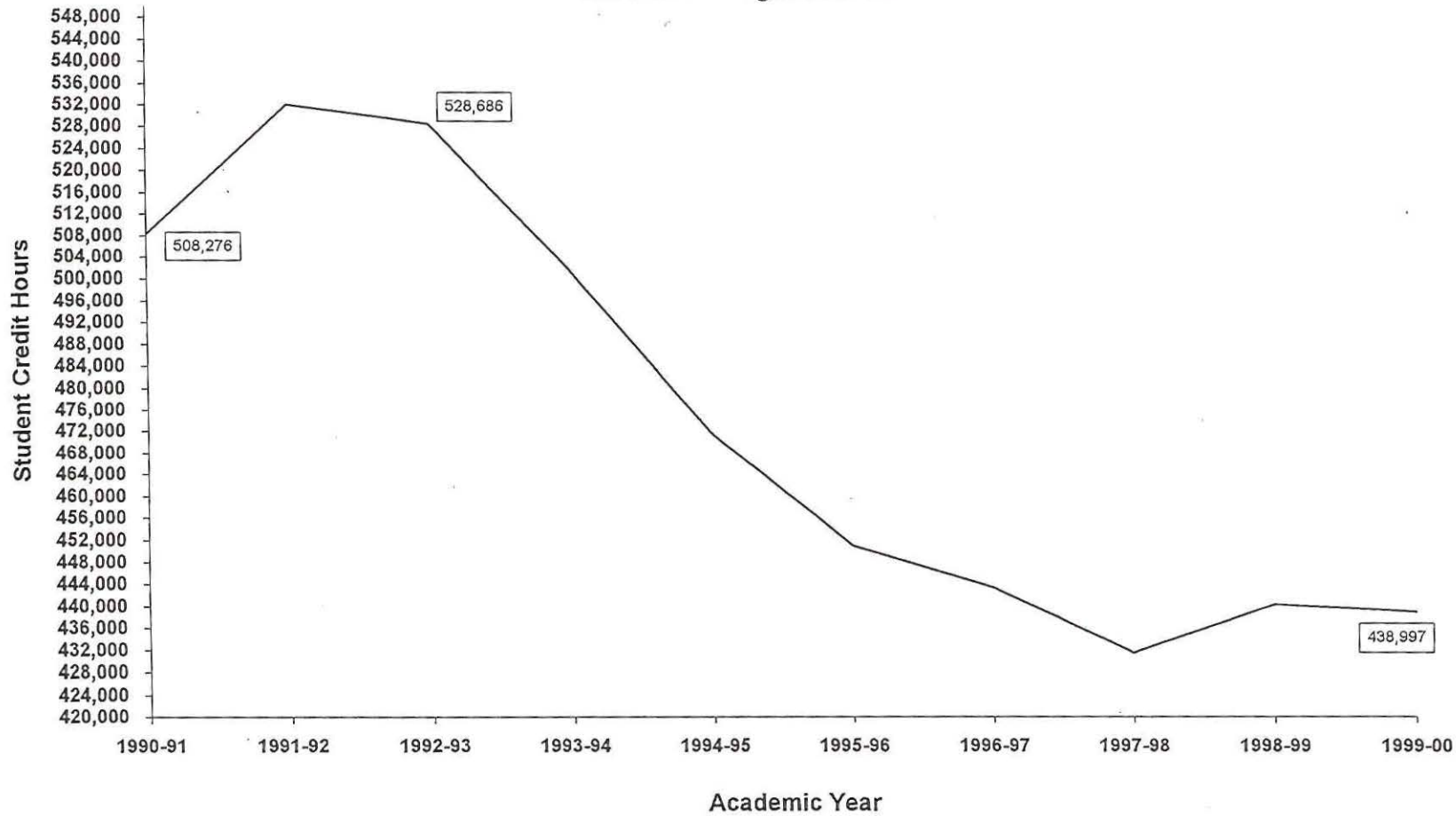
**Oakland Community College  
3 - Year Moving Mean  
Retailing  
1990-91 through 1998-99**



**Rate of Change in Student Credit Hours 1990-91 through 1999-00**



**Oakland Community College  
Ten Year Trend in Student Credit Hours  
College-wide  
1990-91 through 1999-00**



1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00
508,276	532,100	528,686	501,553	471,593	451,159	443,471	431,521	440,448	438,997



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**Degree Trends Report**  
**Mgmt Dev-Retail Management**  
**RET**  
**1999-00**

Prepared by:  
Oakland Community College  
Office of Institutional Research  
February 16, 2001

**Oakland Community College  
Degrees Trends Report  
Mgmt Dev-Retail Management (RET)  
1990-91 through 1999-00**

The Degree Trends Report is developed by the Office of Institutional Research based on data compiled from official college records which are submitted to the State of Michigan for IPEDS (Integrated Post-Secondary Education System) Annual Degrees Conferred Report. The Degrees Trends Report examines trends of OCC degrees, based on specific programs. The standard format offers information on certificates and associate's degrees awarded. In the event that a given program offers only a certificate or an associate's degree, information describing the other type of award will not be provided.

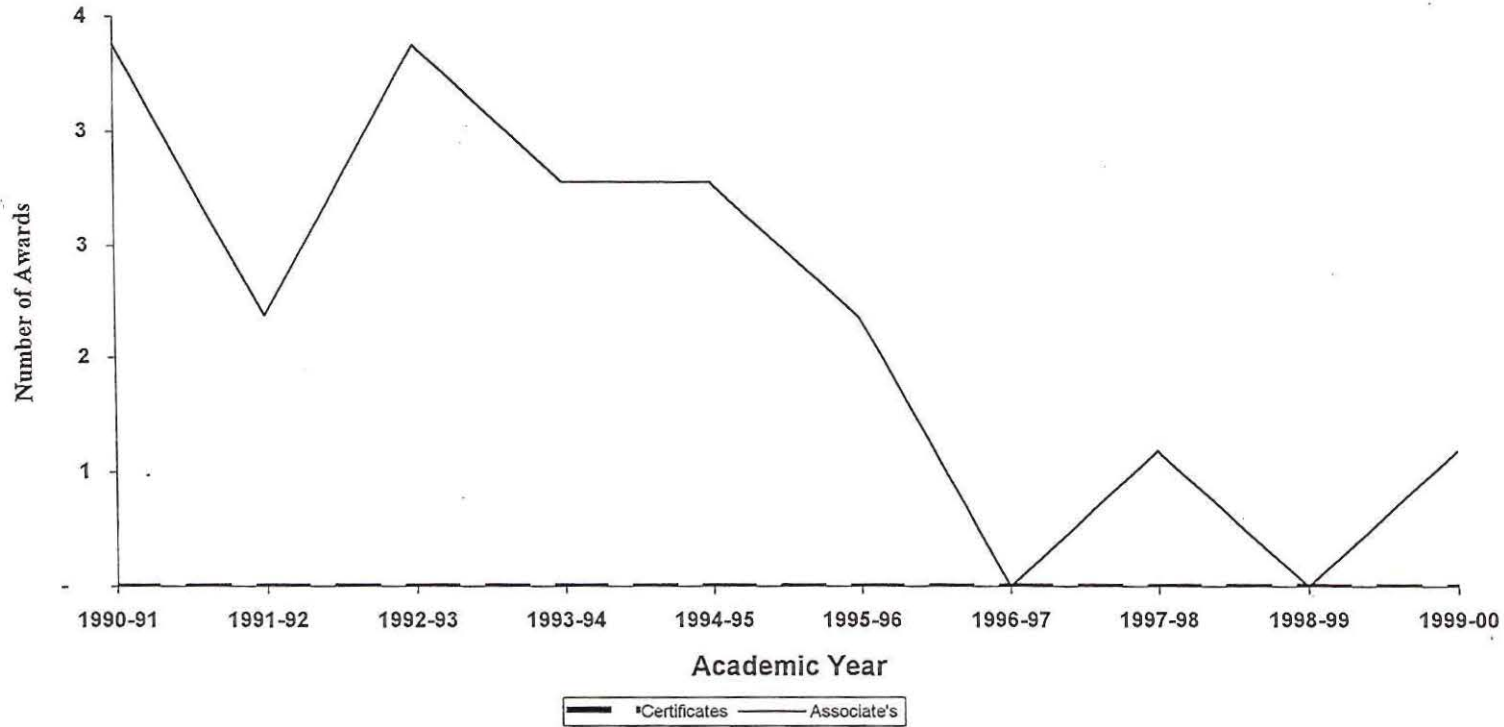
Trends over a specified period of time are illustrated by the following graphs for Mgmt Dev-Retail Management (RET)

- Ten year trend showing the annual awards conferred in Mgmt Dev-Retail Management
- Rate of change in annual awards conferred in Mgmt Dev-Retail Management
- The three year Moving Mean for annual awards conferred in Mgmt Dev-Retail Management
- Ten year trend in awards conferred collegewide.

Questions regarding this report can be addressed to the Office of Institutional Research at (248) 522-3883



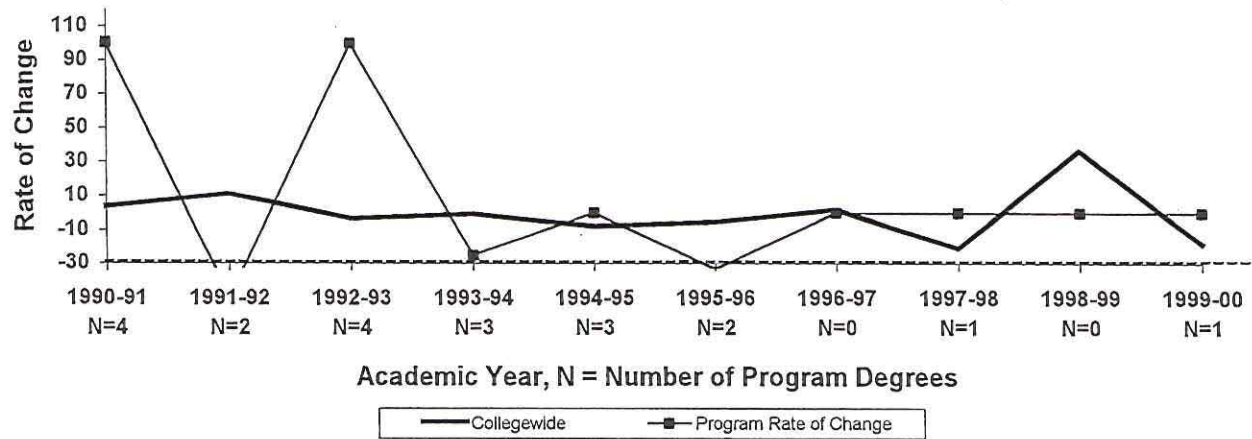
**Oakland Community College  
 Associates Degrees and Certificates Awarded  
 Mgmt Dev-Retail Management  
 1990-91 through 1999-00**



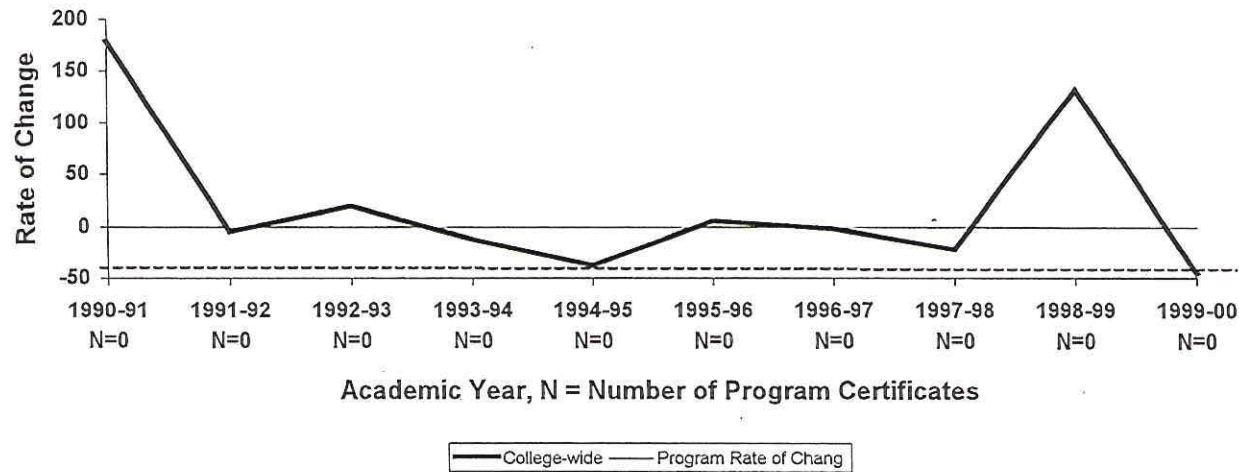
<u>Academic Yr.</u>	<u>Certificates</u>	<u>Associates</u>
1990-91	0	4
1991-92	0	2
1992-93	0	4
1993-94	0	3
1994-95	0	3
1995-96	0	2
1996-97	0	0
1997-98	0	1
1998-99	0	0
1999-00	0	1

**Oakland Community College  
Rate of Change in Annual Awards  
Mgmt Dev-Retail Management  
1990-91 through 1999-00**

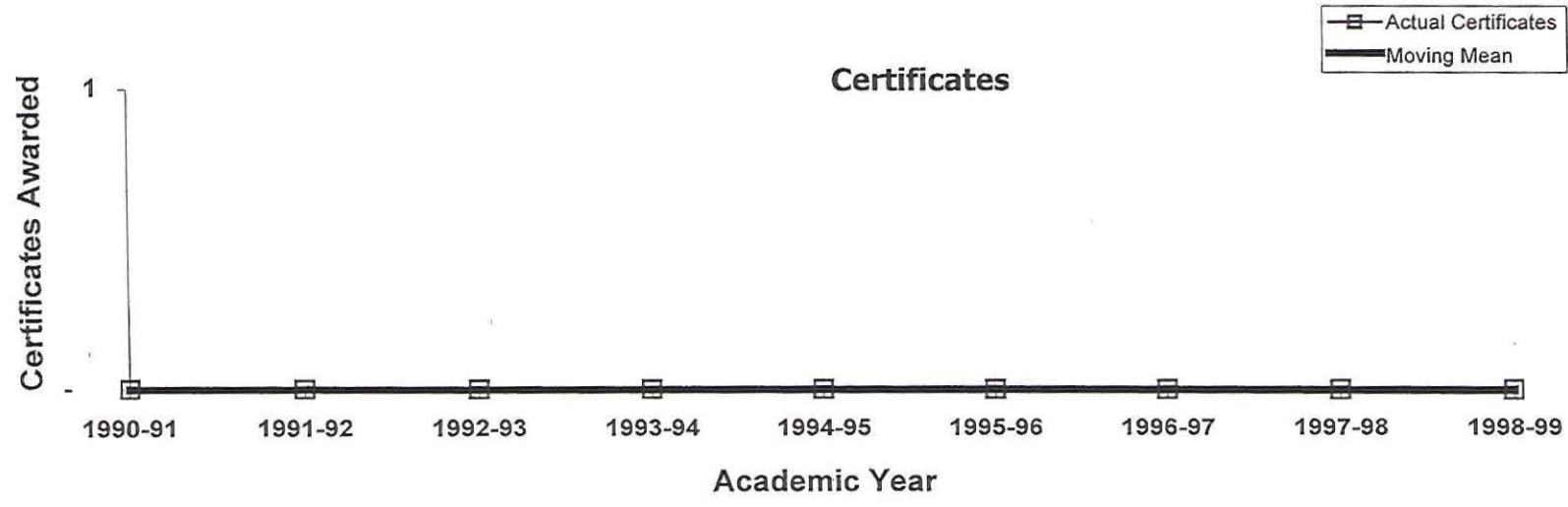
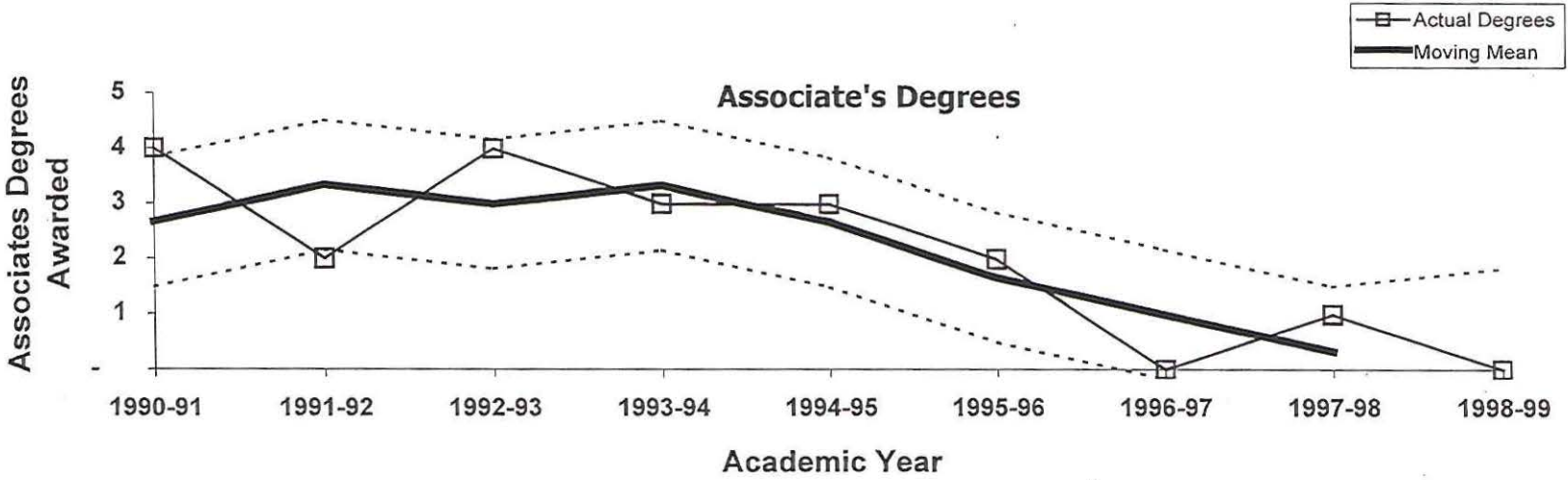
**Associate's Degrees**



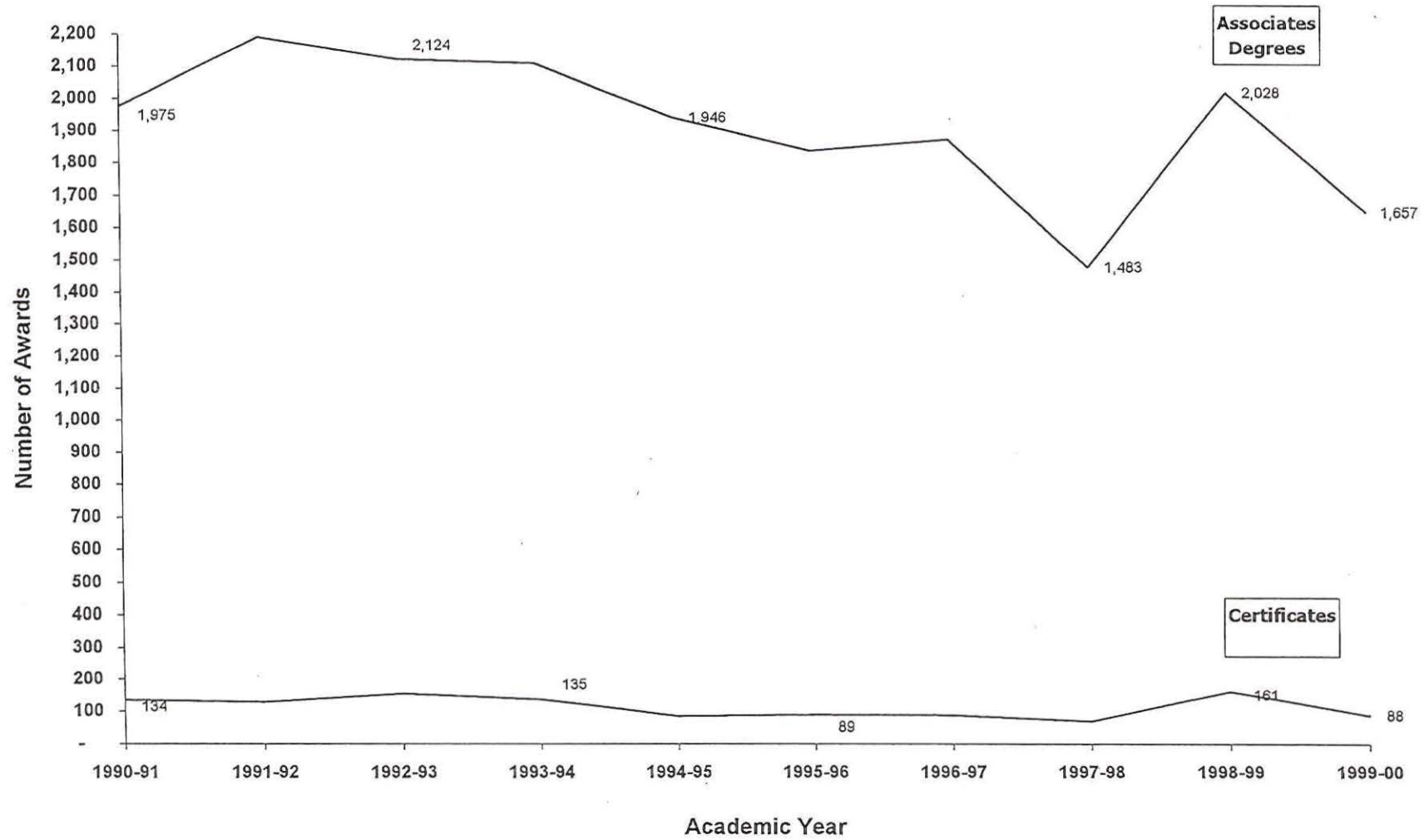
**Certificates**



**Oakland Community College  
Three Year Moving Mean in Annual Awards  
Mgmt Dev-Retail Management  
1990-91 through 1998-99**



Oakland Community College  
Associates Degrees and Certificates Awarded  
College-wide  
1990-91 through 1999-00



# Mini Assessment Retail Management (RET) Program

~~BLG~~  
national 29,570  
State 45,200  
MOTS 19,030  
35%

## INTRODUCTION

### SUPPORTING DATA

#### Employment

**National:** Retail sales worker supervisors and managers held about 1.7 million jobs in 1998. About 2 out of 5 were self-employed retail sales managers, mainly store owners. Although managers work throughout the retail trade industry, most are found in grocery and department stores, motor vehicle dealers, and clothing and accessory stores.

*(Source: Occupational Outlook Handbook, Bureau of Labor Statistics)*

**State:** In 1996 there were approximately 43,350 Retail Sales Managers and Store Managers employed in Michigan.

*(Source: Michigan Occupational Information System)*

**Regional:** Employment of retail sales worker supervisors and managers is expected to grow more slowly than average (0 –9 percent decline) for all occupations through the year 2008. Growth in this occupation will be restrained somewhat as retail companies place more emphasis on sales staff employment levels and increase the number of responsibilities their retail sales worker supervisors and managers have. Some companies may require their sales staff to report directly to upper management personnel, bypassing the department-level manager. However, many job openings are expected to occur as experienced supervisors and managers move into higher levels of management, transfer to other occupations, or leave the labor force.

*Source: Occupational Outlook Handbook, Bureau of Labor Statistics)*

#### Training, Qualifications, Advancement

Retail sales worker supervisors and managers usually acquire knowledge of management principles and practices—an essential requirement for a management position in retail trade—through work experience. Many supervisors and managers begin their careers on the sales floor as salespersons, cashiers, or customer service workers. In these positions, they learn merchandising, customer service, and the basic policies and procedures of the store.

The educational background of retail sales worker supervisors and managers varies widely. Regardless of the education received, business courses, including accounting; administration; marketing; management; and sales; as well as courses in psychology; sociology; and communication, are helpful. Supervisors and managers must be computer literate because almost all cash registers and inventory control systems are now computerized.

Most supervisors and managers who have post-secondary education hold associate or bachelor's degrees in liberal arts, social science, business, or management. To gain experience, many post-secondary students participate in internship programs that are usually developed jointly by individual schools and retail firms.

Once on the job, the type and amount of training available for supervisors and managers varies from store to store. Many national chains have formal training programs for management trainees that include both classroom and in-store training. Training may last from 1 week to 1 year or more, because many retail organizations require their trainees to gain experience during all shopping seasons. Other retail organizations may not have formal training programs.

Ordinarily, classroom training includes such topics as interviewing and customer service skills, employee and inventory management, and scheduling. Management trainees may work in one specific department while training on the job, or they may rotate through several departments to gain a well-rounded knowledge of the store's operation. Training programs for franchises are generally extensive, covering all functions of the company's operation, including promotion, marketing, management, finance, purchasing, product preparation, human resource management, and compensation. College graduates can usually enter management training programs directly.

Retail sales worker supervisors and managers must get along with all types of people. They need initiative, self-discipline, good judgment, and decisiveness. Patience and a mild temperament are necessary when dealing with demanding customers. They must also be able to motivate, organize, and direct the work of subordinates and communicate clearly and persuasively with customers and other managers.

Individuals who display leadership and team building skills, self-confidence, motivation, and decisiveness become candidates for promotion to assistant store manager or store manager. A post-secondary degree may speed advancement, because it is viewed by employers as a sign of motivation and maturity—qualities deemed important for promotion to more responsible positions. In many retail establishments, managers are promoted from within the company. In small retail establishments, where the number of positions is limited, advancement to a higher management position may come slowly. Large establishments most often have extensive career ladder programs and may offer managers the opportunity to transfer to another store in the chain or to the central office if an opening occurs. Although promotions may occur more quickly in large establishments, some managers must relocate every several years in order to advance. Within a central office, retail sales supervisors and managers can become advertising, marketing, and public relations managers. These managers coordinate marketing plans, monitor sales, and propose advertisements and promotions. Supervisors and managers can also become purchasing managers, buyers, and purchasing agents who purchase goods and supplies for their organization or for resale. (These occupations are covered in other *Handbook* statements.)

Some supervisors and managers, who have worked in the retail industry for a long time, open their own stores. However, retail trade is highly competitive, and although many independent retail owners succeed, some fail to cover expenses and eventually go out of business. To prosper, retail owners usually need good business sense and strong customer service and public relations skills.

(Source: *Occupational Outlook Handbook, Bureau of Labor Statistics*)

## Earnings

### *National:*

Salaries of retail managers vary substantially, depending upon the level of responsibility; length of service; and type, size, and location of the firm.

Median annual earnings of salaried marketing and sales worker supervisors, including commission, in 1998 were \$29,570. The middle 50 percent earned between \$21,850 and \$42,640 a year. The lowest 10 percent earned less than \$16,700 and the highest 10 percent earned more than \$71,910 a year. Median annual earnings in the industries employing the largest number of salaried marketing and sales worker supervisors in 1997 were as follows:

New and used car dealers	\$50,100
Grocery stores	24,900
Miscellaneous shopping goods stores	22,400
Department stores	21,900
Gasoline service stations	21,000

Compensation systems vary by type of establishment and merchandise sold. Many managers receive a commission, or a combination of salary and commission. Under a commission system, retail managers receive a percentage of department or store sales. These systems offer managers the opportunity to significantly increase their earnings, but they may find that their earnings depend on their ability to sell their product and the condition of the economy. Managers who sell large amounts of merchandise often receive bonuses or other awards.

Retail managers receive typical benefits and, in some cases, stock options. In addition, retail managers generally are able to buy their store's merchandise at a discount.

*(Source: Occupational Outlook Handbook, Bureau of Labor Statistics)*

**State:**

In 1998, Sales Supervisors in the Great Lakes States earned an average of \$45,200 per year.

*(Source: Michigan Occupational Information System)*

**Regional:**

*Sales*  
Retail Management is not broken down for each county on the MOIS system.

**Job Outlook/Forecast**

**National:**

Because most jobs for retail sales worker supervisors and managers do not require post-secondary education, competition is expected for jobs with the most attractive earnings and working conditions. Candidates who have retail experience will have the best opportunities.

Employment of retail sales worker supervisors and managers is expected to grow more slowly than average (0 -9 percent decline) for all occupations through the year 2008. Growth in this occupation will be restrained somewhat as retail companies place more emphasis on sales staff employment levels and increase the number of responsibilities their retail sales worker supervisors and managers have. Some companies may require their sales staff to report directly to upper management personnel, bypassing the department-level manager. However, many job openings are expected to occur as experienced supervisors and managers move into higher levels of management, transfer to other occupations, or leave the labor force.

Projected employment growth of retail managers will mirror, in part, the patterns of employment growth in the industries in which they are concentrated. For example, average growth is expected in grocery stores as they expand their selection of merchandise to accommodate customers' desires for one-stop shopping. The number of self-employed retail sales worker supervisors and managers is expected to decline as independent retailers face increasing competition from national chains.

Unlike middle- and upper-level management positions, store-level retail supervisors and managers generally will not be affected by the restructuring and consolidation taking place at the corporate and headquarters level of many retail chain companies.

Because most jobs for retail sales worker supervisors and managers do not require post-secondary education, competition is expected for jobs with the most attractive earnings and working conditions. Candidates who have retail experience will have the best opportunities.

Employment of retail sales worker supervisors and managers is expected to grow more slowly than average (0 – 9 percent decline) for all occupations through the year 2008. Growth in this occupation will be restrained somewhat as retail companies place more emphasis on sales staff employment levels and increase the number of responsibilities their retail sales worker supervisors and managers have. Some companies may require their sales staff to report directly to upper management personnel, bypassing the department-level manager. However, many job openings are expected to occur as experienced supervisors and managers move into higher levels of management, transfer to other occupations, or leave the labor force.

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Unlike middle- and upper-level management positions, store-level retail supervisors and managers generally will not be affected by the restructuring and consolidation taking place at the corporate and headquarters level of many retail chain companies.

(Source: *Occupational Outlook Handbook, Bureau of Labor Statistics*)

#### **State:**

Employment of Retail Sales Managers in Michigan is expected to grow about as fast as the average for all occupations through the year 2005. Employment of Retail Sales Managers is closely related to the state of the economy *of the state.*

(10-20%.4)

(Source: *Michigan Occupational Information System*)

### **Education/Training Opportunities**

#### **Similar Programs**

Retail sales worker supervisors and managers usually acquire knowledge of management principles and practices—an essential requirement for a management position in retail trade—through work experience. Many supervisors and managers begin their careers on the sales floor as salespersons, cashiers, or customer service workers. In these positions, they learn merchandising, customer service, and the basic policies and procedures of the store.

The educational background of retail sales worker supervisors and managers varies widely. Regardless of the education received, business courses, including accounting; administration; marketing; management; and sales; as well as courses in psychology; sociology; and communication, are helpful. Supervisors and managers must be computer literate because almost all cash registers and inventory control systems are now computerized.

Most supervisors and managers who have post-secondary education hold associate or bachelor's degrees in liberal arts, social science, business, or management. To gain experience, many post-secondary students participate in internship programs that are usually developed jointly by individual schools and retail firms.



Once on the job, the type and amount of training available for supervisors and managers varies from store to store. Many national chains have formal training programs for management trainees that include both classroom and in-store training. Training may last from 1 week to 1 year or more, because many retail organizations require their trainees to gain experience during all shopping seasons. Other retail organizations may not have formal training programs.

Ordinarily, classroom training includes such topics as interviewing and customer service skills, employee and inventory management, and scheduling. Management trainees may work in one specific department while training on the job, or they may rotate through several departments to gain a well-rounded knowledge of the store's operation. Training programs for franchises are generally extensive, covering all functions of the company's operation, including promotion, marketing, management, finance, purchasing, product preparation, human resource management, and compensation. College graduates can usually enter management training programs directly.

Retail sales worker supervisors and managers must get along with all types of people. They need initiative, self-discipline, good judgment, and decisiveness. Patience and a mild temperament are necessary when dealing with demanding customers. They must also be able to motivate, organize, and direct the work of subordinates and communicate clearly and persuasively with customers and other managers.

Individuals who display leadership and team building skills, self-confidence, motivation, and decisiveness become candidates for promotion to assistant store manager or store manager. A post-secondary degree may speed advancement, because it is viewed by employers as a sign of motivation and maturity—qualities deemed important for promotion to more responsible positions. In many retail establishments, managers are promoted from within the company. In small retail establishments, where the number of positions is limited, advancement to a higher management position may come slowly. Large establishments most often have extensive career ladder programs and may offer managers the opportunity to transfer to another store in the chain or to the central office if an opening occurs. Although promotions may occur more quickly in large establishments, some managers must relocate every several years in order to advance. Within a central office, retail sales supervisors and managers can become advertising, marketing, and public relations managers. These managers coordinate marketing plans, monitor sales, and propose advertisements and promotions. Supervisors and managers can also become purchasing managers, buyers, and purchasing agents who purchase goods and supplies for their organization or for resale. (These occupations are covered in other *Handbook* statements.)

Some supervisors and managers, who have worked in the retail industry for a long time, open their own stores. However, retail trade is highly competitive, and although many independent retail owners succeed, some fail to cover expenses and eventually go out of business. To prosper, retail owners usually need good business sense and strong customer service and public relations skills.

**Michigan Post-Secondary Institutions  
with Similar Programs**

**2 Year Public Community Colleges**

<b>Institution</b>	<b>Program Title</b>
Henry Ford Community College	Retail Sales Manager
Highland Park Community College	Retail Sales Manager
Jackson Community College	Retail Sales Manager
Macomb Community College	Retail Sales Manager
Monroe County Community College	Retail Sales Manager
Mott Community College	Retail Sales Manager
Oakland Community College	Retail Sales Manager
Schoolcraft College	Retail Sales Manager
Washtenaw Community College	Retail Sales Manager
Wayne County Community College	Retail Sales Manager

**4 Year Public Universities**

<b>Institution</b>	<b>Program Title</b>
Eastern Michigan University	Retail Sales Manager
Michigan State University	Retail Sales Manager
Oakland University	Retail Sales Manager
University of Michigan - Dearborn	Retail Sales Manager
University of Michigan - Flint	Retail Sales Manager
University of Michigan	Retail Sales Manager
Wayne State University	Retail Sales Manager

*(Source: Michigan Occupational Information System)*

**Enrollment**

**Annual State-Wide Enrollment**

Academic Year	State-Wide Enrollment	Percent Change	OCC Enrollment	Percent Change
1993-94			657	
1994-95			318	
1995-96			204	
1996-97			180	
1997-98			60	
1998 - 1999	55		90	20
1999 - 2000	41	-25.5	15	19

(Source: Michigan Department of Education)

**Graduates**

**Annual State-Wide Degrees**

Academic Year	State-Wide Graduates	Percent Change	OCC Graduates	Percent Change
1993-94			3	
1994-95			3	
1995-96			2	
1996-97			0	
1997-98			1	
1998 - 1999	0	X	0	
1999 - 2000	0	0	1	100%

(Source: Michigan Department of Education)

MCC printout says 0 grad for state

## OCC SPECIFIC INFORMATION

1. Basic Student Demographics
2. Annual Credit Hour Trends (courses)
3. Graduate Follow-Up Data

DUE: 2/28/01  
3/5/01

Retail Sales Mgmt. Mini Assessment  
~~Conference & Court Reporter (COU) Program~~

INTRODUCTION

Note: This section always remains the same.

MAJOR FINDINGS

Note: Executive Summary section. Unique to every study. (Do last)

1. 1 mini-assessment process/template

0 graduates for RET

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non-Resident							TOTAL		GRAND TOTAL
		Alien	Black	American Indian	Asian	Hispanic	White	Unknown	MEN	WOMEN	
52.0101	Business, Gen.	1	28	0	1	9	335	26	117	283	400
✓ 52.0201	Business Administration & Mgmt., Gen.	4	66	10	5	15	609	12	241	480	721
52.0204	Office Supervision & Mgmt.	0	2	0	0	0	22	0	4	20	24
52.0205	Op. Mgmt. & Supervision	0	1	0	0	1	13	2	14	3	17
52.0299	Business Administration & Mgmt., Oth.	0	0	0	0	0	13	0	4	9	13
52.0301	Accounting	0	9	3	2	4	260	5	45	238	283
52.0302	Accounting Tech.	6	12	2	9	2	272	1	47	257	304
52.0399	Accounting, Oth.	0	0	0	0	0	7	0	2	5	7
52.0401	Administrative Assistant/Secretarial Science, Gen.	1	14	3	2	3	157	5	22	163	185
52.0402	Executive Assistant/Secretary	0	2	3	0	0	100	1	8	98	106
52.0403	Legal Administrative Assistant/Secretary	1	2	0	0	0	39	1	1	42	43
52.0404	Medical Administrative Assistant/Secretary	1	3	1	1	2	87	1	2	94	96
52.0405	Court Reporter	0	0	0	0	0	5	0	0	5	5

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790

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non- Resident Alien	American					White	Unknown	TOTAL		GRAND TOTAL
			Black	Indian	Asian	Hispanic	MEN			WOMEN		
52.0406	Receptionist	0	0	0	0	0	9	0	0	9	9	
52.0407	Information Processing/Data Entry Tech.	2	5	0	21	1	75	0	23	81	104	
52.0408	Gen. Office/Clerical & Typing Serv.	0	3	0	0	0	26	1	0	30	30	
52.0499	Administrative & Secretarial Serv., Oth.	0	2	0	0	0	7	0	1	8	9	
52.0701	Enterprise Mgmt. & Operation, Gen.	0	1	0	0	0	28	0	6	23	29	
52.0801	Finance, Gen.	0	1	0	0	0	4	0	3	2	5	
52.0803	Banking & Financial Support Serv.	0	0	0	0	1	10	0	2	9	11	
52.0901	Hospitality/Administration Mgmt.	0	0	0	0	0	5	0	2	3	5	
52.0902	Hotel/Motel & Restaurant Mgmt.	1	2	0	0	1	20	2	6	20	26	
52.0903	Travel-Tourism Mgmt.	1	0	1	0	0	13	0	2	13	15	
52.0999	Hospitality Serv. Mgmt., Oth.	0	0	0	0	0	2	0	0	2	2	
52.1001	Human Resources Mgmt.	0	0	0	0	0	4	0	1	3	4	
52.1002	Labor/Personnel Relations & Studies	1	0	0	0	0	1	0	1	1	2	
52.1201	Mgmt. Information Systems & Business Data Processin	2	8	0	2	0	46	0	38	20	58	
52.1202	Business Computer Programming/Programmer	0	0	1	1	0	10	0	6	6	12	
52.1204	Business Systems Networking & Telecommunications	3	0	0	0	0	12	0	6	9	15	
52.1205	Business Computer Facilities Operator	0	0	0	0	0	6	0	2	4	6	
52.1299	Business Information & Data Processing Serv., Oth.	0	0	1	0	0	1	0	1	1	2	
52.1401	Business Mkt. & Mkt. Mgmt.	0	2	1	1	1	37	1	11	32	43	
52.1501	Real Estate	0	0	0	0	0	1	0	1	0	1	
52.9999	Business Mgmt. & Administrative Serv., Oth.	3	2	1	0	1	62	0	16	53	69	
<b>TOTAL</b>		<b>74</b>	<b>821</b>	<b>115</b>	<b>192</b>	<b>230</b>	<b>11,179</b>	<b>408</b>	<b>4,795</b>	<b>8,224</b>	<b>13,019</b>	

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non-Resident							TOTAL		GRAND TOTAL
		Alien	Black	American Indian	Asian	Hispanic	White	Unknown	MEN	WOMEN	
01.0601	Horticulture Serv. Op. & Mgmt., Gen.	0	0	0	0	0	5	0	2	3	5
01.0605	Landscaping Op. & Mgmt.	0	0	0	0	0	3	0	2	1	3
02.0101	Agriculture/Agricultural Sciences, Gen.	0	0	0	0	0	1	0	1	0	1
03.0203	Natural Resources Law Enforcement & Protective Serv.	0	0	0	0	0	1	0	0	1	1
08.0102	Fashion Merchandising	0	0	0	0	1	4	0	0	5	5
08.0204	Business Serv. Mkt. Op.	0	0	0	0	1	4	0	4	1	5
08.0705	Gen. Retailing Op.	0	0	0	0	0	5	0	3	2	5
08.0706	Gen. Selling Skills & Sales Op.	1	0	0	0	3	11	3	9	9	18
08.0708	Gen. Mkt. Op.	0	3	0	0	5	53	0	18	43	61
08.0799	Gen. Retailing & Wholesaling Op. & Skills, Oth.	1	0	0	0	0	2	0	1	2	3
09.0401	Journalism	0	1	0	0	0	5	0	2	4	6
10.0103	Photographic Technol./Tech.	0	0	0	2	1	16	3	7	15	22
10.0104	Radio & Television Broadcasting Technol./Tech.	2	1	0	0	1	6	0	7	3	10
10.0199	Communications Tech./Tech., Oth.	0	0	0	0	0	6	0	2	4	6
11.0201	Computer Programming	1	38	4	10	2	176	20	102	149	251
11.0301	Data Processing Technol./Tech.	1	16	2	4	7	274	15	153	166	319
11.9999	Computer & Information Sciences, Oth.	4	2	0	0	1	46	0	17	36	53
12.0401	Cosmetic Serv., Gen.	0	0	0	0	0	1	0	0	1	1
12.0403	Cosmetologist	0	1	0	0	0	21	0	0	22	22
12.0405	Massage	0	0	0	0	0	11	0	2	9	11
12.0501	Baker/Pastry Chef	0	1	0	0	0	5	1	1	6	7
12.0503	Culinary Arts/Chef Training	2	4	2	2	4	95	5	57	57	114
12.0504	Food & Beverage/Restaurant Op. Mgr.	0	0	0	0	1	9	0	4	6	10
13.1501	Teacher Assistant/Aide	0	0	0	0	0	26	0	0	26	26
15.0101	Architectural Engin. Technol./Tech.	2	0	0	0	0	37	0	24	15	39
15.0201	Civil Engin./Civil Technol./Tech.	0	0	0	0	0	18	0	16	2	18
15.0301	Computer Engin. Technol./Tech.	0	1	0	1	0	3	0	5	0	5



**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non-Resident Alien	American						TOTAL		GRAND TOTAL
			Black	Indian	Asian	Hispanic	White	Unknown	MEN	WOMEN	
15.0303	Electrical, Electronic & Communications Engin. Technol	2	14	0	4	4	225	2	226	25	251
15.0399	Electrical & Electronic Engin.-Related Tech./Tech., Oth.	0	3	0	1	1	18	2	24	1	25
15.0401	Biomedical Engin.-Related Technol./Tech.	0	0	0	0	0	4	0	4	0	4
15.0402	Computer Main. Technol./Tech.	1	2	0	0	1	14	1	16	3	19
15.0403	Electromechanical Technol./Tech.	0	2	0	1	0	18	0	17	4	21
15.0404	Instrumentation Technol./Tech.	0	0	0	0	0	3	0	3	0	3
15.0405	Robotics Technol./Tech.	0	1	0	1	0	20	0	19	3	22
15.0499	Electromechanical Instrumentation & Main. Tech./Tech.	0	0	0	0	0	4	0	4	0	4
15.0501	Heating, Air Conditioning & Refrigeration Technol./Tech	0	3	0	0	0	84	17	98	6	104
15.0503	Energy Mgmt. & Systems Technol./Tech.	0	0	0	0	0	2	0	2	0	2
15.0506	Water Quality & Wastewater Treatment Technol./Tech.	0	0	0	0	0	5	0	4	1	5
15.0507	Environmental & Pollution Control Technol./Tech.	0	0	0	0	0	8	0	4	4	8
15.0599	Environmental Control Tech./Tech., Oth.	0	0	0	0	0	1	0	1	0	1
15.0603	Industrial/Manufacturing Technol./Tech.	0	1	0	4	0	106	11	117	5	122
15.0607	Plastics Technol./Tech.	0	0	0	3	0	4	0	6	1	7
15.0611	Metallurgical Technol./Tech.	0	0	1	0	0	7	0	7	1	8
15.0699	Industrial Prod. Tech./Tech., Oth.	0	2	0	0	0	33	5	38	2	40
15.0701	Occupational Safety & Health Technol./Tech.	0	0	0	0	0	1	0	1	0	1
15.0799	Quality Control & Safety Tech./Tech., Oth.	0	0	0	0	0	2	0	1	1	2
15.0803	Automotive Engineering Technol./Tech.	0	0	0	0	0	7	0	7	0	7
15.0805	Mechanical Engin./Mechanical Technol./Tech.	0	1	0	0	0	25	1	22	5	27
15.0899	Mechanical Engin.-Related Tech./Tech., Oth.	0	1	1	0	0	26	8	34	2	36
15.1001	Construction/Building Technol./Tech.	0	0	0	0	0	3	0	3	0	3
15.1101	Engin.-Related Technol./Tech., Gen.	1	0	0	0	0	7	0	4	4	8
15.1102	Surveying	0	0	0	0	0	6	0	3	3	6
15.1103	Hydraulic Technol./Tech.	0	0	0	0	0	1	0	1	0	1

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non- Resident Alien	American					White	Unknown	TOTAL		GRAND TOTAL
			Black	Indian	Asian	Hispanic	MEN			WOMEN		
15.9999	Engin.-Related Tech./Tech., Oth.	0	2	0	0	1	46	0	37	12	49	
20.0201	Child Care & Guidance Workers & Mgrs., Gen.	2	25	2	3	0	190	6	2	226	228	
20.0202	Child Care Provider/Assistant	0	9	2	0	4	102	0	2	115	117	
20.0203	Child Care Serv. Mgr.	0	0	0	0	0	6	0	0	6	6	
20.0299	Child Care & Guidance Workers & Mgrs., Oth.	0	0	0	0	0	3	0	0	3	3	
20.0301	Clothing, Apparel & Textile Workers & Mgrs., Gen.	0	2	0	0	2	0	0	1	3	4	
20.0401	Institutional Food Workers & Administrators, Gen.	1	2	0	0	0	11	0	9	5	14	
20.0404	Dietician Assistant	0	4	0	0	0	3	0	0	7	7	
20.0409	Institutional Food Serv. Administrator	0	0	1	0	0	6	0	4	3	7	
20.0499	Institutional Food Workers & Administrators, Oth.	1	2	0	0	0	4	0	2	5	7	
20.0501	Home Furnishings & Equip. Installers & Consultants, Ge	0	0	0	0	0	11	0	0	11	11	
20.0599	Home Furnishings & Equip. Installers & Consultants, Ot	0	0	0	1	1	7	0	0	9	9	
22.0103	Paralegal/Legal Assistant	2	29	0	3	3	163	0	29	171	200	
25.0301	Library Assistant	0	0	0	0	0	9	0	0	9	9	
31.0301	Parks, Recreation & Leisure Facilities Mgmt.	0	0	0	0	0	16	0	15	1	16	
41.0205	Nuclear/Nuclear Power Technol./Tech.	0	0	0	0	0	1	0	1	0	1	
41.0301	Chemical Technol./Tech.	0	0	0	0	0	8	0	6	2	8	
41.9999	Science Tech./Tech., Oth.	0	1	0	0	0	0	0	0	1	1	
43.0102	Corrections/Correctional Administration	0	59	4	1	14	221	4	157	146	303	
43.0103	Criminal Justice/Law Enforcement Administration	0	6	0	0	0	55	4	52	13	65	
43.0106	Forensic Technol./Tech.	0	0	0	0	0	3	0	0	3	3	
43.0107	Law Enforcement/Police Science	0	34	3	7	16	445	6	363	148	511	
43.0109	Security & Loss Prevention Serv.	0	2	0	0	0	4	0	3	3	6	
43.0199	Criminal Justice & Corrections, Oth.	0	2	0	0	0	9	0	7	4	11	
43.0201	Fire Protection & Safety Technol./Tech.	0	1	2	0	1	62	2	58	10	68	
43.0203	Fire Science/Firefighting	0	1	0	0	0	19	1	21	0	21	
43.0299	Fire Protection, Oth.	0	0	0	0	0	4	0	4	0	4	

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non-Resident Alien	American						TOTAL		GRAND TOTAL
			Black	Indian	Asian	Hispanic	White	Unknown	MEN	WOMEN	
46.0302	Electrician	0	1	0	0	0	21	0	22	0	22
46.0303	Lineworker	0	0	0	0	1	9	0	10	0	10
46.0401	Building/Property Main. & Mgr.	0	0	0	0	0	1	0	1	0	1
46.0499	Construction & Building Finishers & Mgrs., Oth.	0	0	0	0	0	5	0	3	2	5
46.0501	Plumber & Pipefitter	0	0	0	0	0	14	0	14	0	14
46.9999	Construction Trades, Oth.	0	0	1	0	0	26	0	26	1	27
47.0101	Electrical & Electronics Equip. Installer & Repairer, Gen	0	3	0	0	0	73	13	82	7	89
47.0103	Communication Systems Installer & Repairer	0	2	0	0	0	2	1	3	2	5
47.0104	Computer Installer & Repairer	0	0	0	0	0	2	0	2	0	2
47.0105	Industrial Electronics Installer & Repairer	0	4	0	0	1	15	14	31	3	34
47.0201	Heating, Air Conditioning & Refrigeration Mechanic & R.	0	1	2	1	0	53	5	60	2	62
47.0303	Industrial Machinery Main. & Repairer	0	2	0	0	1	15	11	27	2	29
47.0399	Industrial Equip. Main. & Repairers, Oth.	0	0	0	0	0	5	0	5	0	5
47.0499	Miscellaneous Mechanics & Repairers, Oth.	0	0	0	0	0	2	0	1	1	2
47.0501	Stationary Energy Sources Installer & Operator	0	5	0	2	0	13	5	24	1	25
47.0603	Auto/Automotive Body Repairer	0	0	0	0	0	15	0	15	0	15
47.0604	Auto/Automotive Mechanic/Tech.	3	10	10	2	2	186	6	204	15	219
47.0605	Diesel Engine Mechanic & Repairer	0	1	0	0	0	0	1	2	0	2
47.0607	Aircraft Mechanic/Tech., Airframe	0	0	0	0	0	2	1	2	1	3
47.0608	Aircraft Mechanic/Tech., Powerplant	0	0	0	0	0	1	0	1	0	1
47.0609	Aviation Systems & Avionics Main. Technologist/Tech.	0	1	0	0	0	4	0	5	0	5
47.0699	Vehicle & Mobile Equip. Mechanics & Repairers, Oth.	0	0	0	0	0	1	0	1	0	1
47.9999	Mechanics & Repairers, Oth.	0	0	0	0	1	15	1	17	0	17
48.0101	Drafting, Gen.	2	8	4	6	4	243	6	222	51	273
48.0102	Architectural Drafting	0	3	1	1	0	32	0	27	10	37
48.0104	Electrical/Electronics Drafting	0	0	0	0	0	2	0	1	1	2
48.0105	Mechanical Drafting	1	13	4	23	10	315	20	289	97	386
48.0201	Graphic & Printing Equip. Operator, Gen.	0	1	0	0	0	21	1	7	16	23

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non-Resident							TOTAL		GRAND TOTAL
		Alien	Black	American Indian	Asian	Hispanic	White	Unknown	MEN	WOMEN	
48.0206	Lithographer & Platemaker	0	0	0	0	0	18	0	8	10	18
48.0299	Graphic & Printing Equip. Operators, Oth.	0	0	0	0	0	1	0	0	1	1
48.0501	Machinist/Machine Technologist	0	6	3	2	8	121	9	128	21	149
48.0503	Machine Shop Assistant	0	0	0	2	2	59	7	68	2	70
48.0507	Tool & Die Maker/Technologist	0	8	1	3	0	101	22	127	8	135
48.0508	Welder/Welding Technologist	0	3	0	1	0	52	3	53	6	59
48.0599	Precision Metal Workers, Oth.	0	1	0	0	1	3	0	5	0	5
48.9999	Precision Prod. Trades, Oth.	0	3	1	1	0	38	1	35	9	44
49.0102	Aircraft Pilot & Navigator (Professional)	1	2	0	2	1	112	3	112	9	121
49.0104	Aviation Mgmt.	0	0	0	1	0	0	0	0	1	1
49.0309	Marine Science/Merchant Marine Officer	0	0	0	0	0	17	0	17	0	17
49.0399	Water Transportation Workers, Oth.	0	0	0	0	0	11	1	11	1	12
49.9999	Transportation & Materials Moving Workers, Oth.	0	0	0	0	0	3	2	3	2	5
50.0301	Dance	0	0	0	0	0	2	0	0	2	2
50.0402	Graphic Design, Commercial Art & Illustration	0	4	1	3	5	147	8	59	109	168
50.0404	Industrial Design	0	4	1	0	0	136	0	92	49	141
50.0408	Interior Design	0	2	0	0	0	6	1	0	9	9
50.0499	Design & Applied Arts, Oth.	0	0	0	0	0	1	0	0	1	1
50.0605	Photography	0	1	0	0	1	11	0	5	8	13
50.0903	Music - Gen. Performance	0	0	0	0	0	3	0	1	2	3
51.0205	Sign Language Interpreter	0	0	1	1	1	20	0	1	22	23
51.0301	Community Health Liaison	0	16	0	0	1	9	1	8	19	27
51.0601	Dental Assistant	0	5	0	2	3	74	0	1	83	84
51.0602	Dental Hygienist	1	6	3	1	3	175	5	2	192	194
51.0703	Health Unit Coordinator/Ward Clerk	0	0	0	0	0	2	0	0	2	2
51.0705	Medical Office Mgmt.	0	0	0	0	0	5	0	0	5	5
51.0707	Medical Records Technol./Tech.	0	3	0	0	0	41	3	2	45	47

**TABLE 23: OCCUPATIONAL AWARDS CONFERRED BY PROGRAM AND ETHNICITY  
1998-99**

CIP Code	Program Name	Non-Resident							TOTAL		GRAND TOTAL
		Alien	Black	American Indian	Asian	Hispanic	White	Unknown	MEN	WOMEN	
51.0708	Medical Transcription	0	0	0	1	0	10	0	0	11	11
51.0801	Medical Assistant	1	9	2	4	4	161	4	7	178	185
51.0802	Medical Laboratory Assistant	0	0	0	0	0	1	0	0	1	1
51.0803	Occupational Therapy Assistant	0	4	0	3	3	85	2	8	89	97
51.0805	Pharmacy Tech./Assistant	0	6	0	3	0	10	3	3	19	22
51.0806	Physical Therapy Assistant	0	0	0	1	1	91	1	20	74	94
51.0808	Veterinarian Assistant/Animal Health Tech.	0	0	0	0	0	38	3	0	41	41
51.0904	Emergency Medical Technol./Tech.	0	10	0	1	4	163	10	64	124	188
51.0905	Nuclear Medical Technol./Tech.	0	0	0	0	0	1	0	0	1	1
51.0907	Medical Radiologic Technol./Tech.	1	7	1	2	4	192	6	24	189	213
51.0908	Respiratory Therapy Tech.	2	14	0	5	0	85	3	25	84	109
51.0909	Surgical/Operating Room Tech.	0	5	1	0	2	61	1	2	68	70
51.0910	Diagnostic Medical Sonography	0	2	2	2	4	130	2	8	134	142
51.0999	Health & Medical Diagnostic & Treatment Serv., Oth.	0	0	0	0	0	1	0	0	1	1
51.1004	Medical Laboratory Tech.	1	0	0	1	0	7	0	1	8	9
51.1099	Health & Medical Laboratory Tech./Tech., Oth.	0	0	0	0	0	1	0	1	0	1
51.1501	Alcohol/Drug Abuse Counseling	0	1	0	0	0	2	0	2	1	3
51.1502	Psychiatric/Mental Health Serv. Tech.	0	13	0	0	0	7	2	6	16	22
51.1599	Mental Health Serv., Oth.	0	21	1	1	3	62	0	11	77	88
51.1601	Nursing (R.N. Training)	5	118	14	10	27	1,842	37	186	1,867	2,053
51.1613	Practical Nurse (L.P.N. Training)	5	46	9	11	16	755	8	68	782	850
51.1614	Nurse Assistant/Aide	0	0	0	0	0	4	0	1	3	4
51.1699	Nursing, Oth.	0	0	1	0	0	6	0	0	7	7
51.2308	Physical Therapy	0	0	0	0	0	1	0	0	1	1
51.2601	Health Aide	0	2	0	0	0	10	0	2	10	12
51.9999	Health Professions & Related Sciences, Oth.	0	0	0	0	0	8	0	1	7	8

## Daraban, Michelle

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**From:** Moss, Brian  
**Sent:** Monday, March 26, 2001 11:13 AM  
**To:** Hurst, Laura; Mark Woods (E-mail); Daraban, Michelle  
**Subject:** FW: Mini Assessment-Retail

RET

Hello All--

Could you please check this out to see if there is anything additional information that would add to the Mini assessments. Thanks.

Brian

-----Original Message-----

**From:** Lorencz, Kathy  
**Sent:** Friday, March 23, 2001 3:37 PM  
**To:** Moss, Brian  
**Subject:** Mini Assessment-Retail

Brian, here are some web sites that may facilitate your task

Internet Fashion Mall <http://www.fashionmall.com> (slow)  
National Retail Federation <http://www.nrf.com> (slow)  
Retail Info Central <http://www.retail-info.com> (slow)  
Retail Information Sites [http://www.cate.ryerson.ca/csca/ret\\_info.htm](http://www.cate.ryerson.ca/csca/ret_info.htm) (doesn't work)  
Career Mart <http://www.careermart.com> (slow)  
Career City <http://www.careercity.com> (slow)

I don't know your time constraints, but I would think calling Nordstrom's (sample dept. stores), Kmart (sample discount stores), Home Depot (category killers), a few retail web sites, stores in Royal Oak, would be beneficial. You might also ask what opportunities there may be for internships. We should also find which schools have a transfer program to offer the upper two years.

Hope this will help.