

# Getting There

Junior College & Community College Programs	Aims Community College	Arapahoe Community College	Colorado Mountain College	Colorado Northwestern Community College	Community College of Aurora	Community College of Denver	Front Range Community College	Lamar Community College	Morgan Community College	Northeastern Junior College	Otero Junior College	Pikes Peak Community College	Pueblo Community College	Red Rocks Community College	Trinidad State Junior College
Automotive Technology Service Tech		A	C					A, C	C	C	C	A			A, C
Business Administration		A, C	A	A	A	A, C	A, C	A	A	A	A, C			A, C	A
Hospitality & Culinary Arts Management						A						A, C	A		
Management	A, C			A	A, C	A	A, C	A, C	A, C	A, C	C	A, C	A, C		A, C
Marketing	A, C	A, C						A, C		A					
Pharmacy Technology	C						C		C			A, C	C		
Retail Management		A, C													
Small Business Management		A, C									C		C		

C = Certificate, A = Associate's Degree

Public University Programs	Adams State College	Colorado State University	Colorado State University - Pueblo	Fort Lewis College	Colorado Mesa University	Metropolitan State University of Denver	University of Colorado at Boulder	University of Colorado at Colorado Springs	University of Colorado Denver	University of Northern Colorado	Western State College
Business Administration	B, G, A	B, G, C	G	B	B, G, A, C	C	G	B, G, C	B, G	B	B
Advertising											
Management		B, G, C	B, G	B		B	B	B, C	B, G		
Marketing				B		B					
Pharmacy									G		

C = Certificate, A = Associate's Degree, B = Bachelor's Degree, G = Graduate Degree



**COLORADO**  
Department of Labor and Employment  
Office of Labor Market Information

Want more Education?

[www.Collegeincolorado.org](http://www.Collegeincolorado.org)



# RETAIL TRADE

**Retail Trade** is one of the largest industries in Colorado. Jobs in this industry often provide flexible work hours, the opportunity to assist customers with their purchasing decisions, and a chance to educate consumers on the benefits of various products. Many of the positions in retail trade, such as salespersons and cashiers, have extensive contact with the public. Some jobs add creative tasks in merchandise display or highly responsible duties in supervision or management. If you enjoy interacting with many people throughout the day and assisting them with their decisions, retail trade could have a career for you!

## Start Exploring Retail Trade Careers

### Step 1: Identify your interests

Compare your interests, skills and work values with retail occupations using Labor Market Information's Career Explorer:

Visit [www.colmigateway.com](http://www.colmigateway.com)

- Click on "Services for Individuals"
- Choose "Career Services"

This will take you to "Career Explorer" where you can match your skills to occupations.

### Step 2: Explore the retail trade industry & careers

Learn about high-growth, in-demand careers and what they pay on the LMI Gateway website:

[www.coworkforce.com/lmigateway](http://www.coworkforce.com/lmigateway)

For more information on a career in retail, check out [www.nrf.com/](http://www.nrf.com/)

### Step 3: Find education, training & financial aid

Discover the best education or training institutions for your career goals and how to get money for school at

[www.collegeincolorado.org](http://www.collegeincolorado.org)

### Step 4: Find available job openings

[www.connectingcolorado.com](http://www.connectingcolorado.com)

## A Day In the Life of...

**Chris Shump** *Hard Goods Manager*  
*Christy Sports Avon, CO*

Chris typically begins his work day at 7:45am by opening the store for employees. He counts out money for the cash registers, turns on the lights and computers, and meets with employees to make sure they are ready to serve the customers. As a manager, he is responsible for either opening the store at 8am or closing it at 8pm every day he works. Chris is also responsible for supervising employees, creating employee schedules, hiring and firing, and working with the corporate office to resolve various issues such as problems with credit card transactions or inventory transfers. The biggest responsibility he has is helping customers and providing them with top-notch customer service as they purchase boots, skis and bindings.

The best part of Chris' job is working as part of a large family business and exceeding customers' expectations. He finds it extremely rewarding to solve customers' problems. He takes great pride in helping people address concerns with their boots, making their skiing experience fun.

A high school diploma would be the minimum requirement for his job, but a bachelor's or associate's degree makes it much easier to get a management position. College taught Chris the many business skills required to deal with management tasks and customers. Chris uses skills he learned in high school math classes while processing financial transactions; his speech/communication classes assisted him to develop and hone his interpersonal skills; and his psychology classes help him understand people and gain purchasing decision insights. He also credits his participation in high school sports, student council and other extra curricular clubs with providing life skills as a team player, working with diverse groups of people toward a common goal, and learning how to create successful relationships.

## A Day in the Life of...

### Noemi Lozano

Retail Start-Ups Manager  
Discover Goodwill of Southern and Western Colorado

Noemi's typical day starts off by saying good morning to every staff member, acknowledging each and expressing her appreciation of their work. Communication with her direct reports, making sure the store environment is a pleasant and safe shopping experience for customers is next on her list of things to do. Then she begins her routine tasks: completing daily reports that need to be evaluated and analyzed, scheduling staff, delegating tasks, setting up training, repairing equipment and running payroll. Excellent customer service is a priority so Noemi will attend to any customer complaints early in her day often working side-by-side with her staff as an important part of building an excellent team.

High school classes were important to Noemi's success as they prepared her for college and provided her with the basic skills required by her job. She also needed an Associate's Degree and now is pursuing a Bachelor's degree to further expand her future job options.

The best part of her job is knowing that she can actually make a difference by helping her work team reach their highest level of personal and economic independence.



# Who do you want to be tomorrow?

Occupation	Wage Range (Employment)	Minimum Education/Training	Suggested Programs of Study
<b>Retail Salespersons</b> <i>Sell merchandise/apparel in a retail establishment</i>	\$18,249 - \$32,279 80,330	Short-term on-the-job training	On-the-job training
<b>Cashiers</b> <i>Receive &amp; disperse money using electronic scanners/cash registers. May process credit/debit card/check transactions.</i>	\$17,985 - \$24,169 52,950	Short-term on-the-job training	On-the-job training
<b>Stock Clerks &amp; Order Fillers</b> <i>Receive/store/issue sales merchandise and fulfill customers' orders from stored merchandise.</i>	\$19,316 - \$32,272 31,530	Short-term on-the-job training	On-the-job training
<b>First-Line Supervisors of Retail Sales Workers</b> <i>Directly supervise sales workers in a retail establishment/department. May also do purchasing, budgeting &amp; personnel work.</i>	\$27,415 - \$52,337 17,950	Associate's Degree	College course work
<b>Automotive Services Technicians &amp; Mechanics</b> <i>Diagnose, adjust, repair, or overhaul automotive vehicles.</i>	\$24,198 - \$51,250 12,120	Moderate-term on-the-job training, Certification, Vocational Training/ Associate's Degree	National Institute for Automotive Service Excellence (ASE) certification, Associate's Degree
<b>Laborers &amp; Freight, Stock, &amp; Material Movers</b> <i>Manually move freight or stock and perform other unskilled general labor.</i>	\$19,627 - \$32,247 28,830	Short-term on-the-job training	On-the-job training
<b>General &amp; Operations Manager</b> <i>Plan, direct, or coordinate the operations of companies/organizations. Formulate policies &amp; manage daily operations.</i>	\$54,780 - \$155,961 38,580	Moderate-term on-the-job training, Bachelor's Degree, Graduate Degree	Bachelor's Degree, Master's in Business Administration
<b>Marketing Research Analyst &amp; Marketing Specialists</b> <i>Research market conditions or gather information to determine potential sales of a product or service, or create a marketing campaign.</i>	\$41,088 - \$96,406 12,040	Bachelor's degree or higher	marketing, statistics, economics, and psychology
<b>Counter &amp; Rental Clerks</b> <i>Receive orders for repairs, rentals, and services. May describe available options, compute cost, and accept payment.</i>	\$18,029 - \$34,047 11,680	Short-term on-the-job training	On-the-job training
<b>First-Line Supervisors of Office &amp; Administrative Support Workers</b> <i>Supervise and coordinate the activities of clerical and administrative support workers.</i>	\$35,516 - \$66,810 20,040	Moderate-term on-the-job training, Bachelor's Degree	Business Management
<b>Pharmacy Technicians</b> <i>Measure, mix, count out, label, and record amounts/dosages of medications under a pharmacist.</i>	\$25,752 - \$37,101 4,450	Moderate-term on-the-job training, Associate's Degree, Certification	Pharmacy Technology Certificate/Associate's Degree
<b>Packers &amp; Packers, Hand</b> <i>Pack/package by hand a wide variety of products and materials.</i>	\$18,079 - \$24,870 5,220	Short-term on-the-job training	On-the-job training
<b>Bookkeeping, Accounting, &amp; Auditing Clerks</b> <i>Compute, classify and record numerical data to keep financial records complete.</i>	\$24,513 - \$44,830 28,110	Associate's or Bachelor's Degree	Accounting, Finance
<b>Light Truck or Delivery Services Drivers</b> <i>Drive a truck or van to deliver/pick up merchandise within a specific area. May load/unload truck.</i>	\$21,759 - \$40,642 14,670	Moderate-term on-the-job training, Certification	Commercial Driver's License
<b>Pharmacists</b> <i>Compound &amp; dispense medications following prescriptions issued by physicians/other medical practitioners.</i>	\$90,555 - \$129,310 4,890	Graduate Degree	Science course work, School of Pharmacy



## Apprenticeship

Information regarding retail occupations that offer apprenticeships can be found at the following websites:

[www.coworkforce.com/emp/ApprenticeMenu.htm](http://www.coworkforce.com/emp/ApprenticeMenu.htm)

[www.doleta.gov/oa/apprentices.cfm](http://www.doleta.gov/oa/apprentices.cfm)

Examples of apprenticeships in this industry offered on both websites include:

- Automobile Mechanic
- Parts Salesperson
- Pharmacy Support Staff

## Did you know?

Measured solely by revenue numbers, the United States is the undisputed leader of the retail industry. Wal-Mart is not only the largest global retailer, it is also one of the largest companies of any kind in the world. Other large U.S. based retail companies include Costco, The Kroger Company, Home Depot and Target.