

MARKETING

Retail Merchandising Certificate

This 18 credit-hour certificate program is designed for individuals with career interests in the retail management field. It is especially appropriate for those individuals employed in retailing who are seeking skills and knowledge which may prepare them for career advancement.

The Associate in Applied Science in Business Administration includes a specialized study area for Marketing. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.

Required:

Number	Course Title	Credits
MGT 111	Introduction to Business Organization	3
MGT 150	Business Math	3
MKT 106	Retail Merchandising	3
MKT 140	Principles of Professional Selling	3
MKT 245	Principles of Marketing	3

Electives: Select three credit hours from the following courses:

Number	Course Title	Credits
ENT 154	Entrepreneurship	3
FAS 112	Fashion Basics ¹	3
MGT 205	Leadership	3
MKT 217	Advertising	3
MKT 252	Internet Marketing	3

¹ FAS 112 and the required courses in this certificate can be used towards the Fashion Merchandising AAS degree.