

RETAIL MARKETING CERTIFICATE

Entry Time

Fall, Spring, Summer

Award

Certificate

1 term

Students in Marketing Associate of Applied Science degree may elect to receive a certificate in Retail Marketing after completing the required courses. Please consult with the Business and Information Technology Department for more information regarding this option.

Certificate Requirements

Course	Title	Credit Hours
Term 1		
APP-120	Apparel Visual Merchandising	3
MKT-110	Principles of Marketing	3
MKT-130	Social Media in Business	3
MKT-140	Principles of Selling	3
MKT-150	Principles of Advertising	3
MKT-160	Principles of Retailing ¹	3
MKT-180	Customer Service Strategies	1
	Term Totals:	19
	Program Totals:	19

¹ Only offered in the Spring term