



## RETAIL MANAGEMENT CERTIFICATE REQUIREMENTS

The Retail Management Certificate exposes **non-marketing students** to the efforts required to make products and services available to the final consumer. The certificate is available to any major at the University, including business majors. It is not a major nor a minor but rather a credential that can be noted on your transcript as a certificate.

Business majors must be admitted to upper division business courses prior to taking these courses, and non-business majors must have at least 60 credits earned and a 2.00 grade point average. If you do not have a declared business major or minor but are pursuing the certificate, you will need permission from the Marketing Department to register for these courses:

### Required Courses (9 credits):

Course No.	Course Name	Prerequisites
_____ MARKETNG 311	Principles of Marketing	
_____ MARKETNG 337	Retail Management	MARKETNG 311
_____ MARKETNG 444	OMNIChannel Marketing	MARKETNG 311

### Select (3 credits) of electives from the following list:

_____ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 311
_____ MARKETNG 442	Logistics	MARKETNG 311
_____ MARKETNG 445	Marketing Analytics and Artificial Intelligence	MARKETNG 311
_____ MARKETNG 493R	Internship in Marketing- Retail Management Emphasis	MARKETNG 311

**Total Units: 12**