

**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 and Retail Analytics MARKETNG 311

\_\_\_\_\_\_ MARKETNG 493R Internship in Marketing- MARKETNG 311

Retail Management Emphasis

**Total Units: 12**

Rev. 8/19