

# RETAIL MERCHANDISING (CERTIFICATE)

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*Business & Information Technology*

Program website (<https://www.harpercollege.edu/academics/business/business-administration/retail-merchandising-certificate.php>)

## Program Overview

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.

## Program Requirements

Code	Title	Hours
<b>Required</b>		
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
<b>Electives</b>		
Select three credit hours from the following courses:		3
FAS 112	Fashion Basics <sup>1</sup>	
MGT 154	Entrepreneurship	
MGT 205	Leadership	
MKT 217	Advertising	
MKT 252	Internet Marketing	
<b>Total Hours</b>		<b>18</b>

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

## Gainful Employment

Harper College provides Gainful Employment information to comply with the U.S. Department of Education.