



*Internal Certificate*      **2013-2014**

**Marketing  
Kenosha Campus**

**STORE MANAGEMENT  
CERTIFICATE  
(90-104-8)**

**15 Credits**

- The Store Management Certificate is a short-term marketing certificate program that emphasizes the skills necessary to be an effective store manager
- Courses can be applied toward an associate degree in General Marketing or Business-to-Business Marketing.

**REQUIRED COURSES**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Credits</u></b>
104-101	Marketing Principles	3
104-104	Selling Principles	3
104-119	Visual Merchandising	3
104-169	Management/Merchandising	3
196-191	Supervision	<u>+ 3</u>
		15

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.  
NOTE: Prerequisites can be waived with departmental approval.