



Internal Certificate **2014-2015**

**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

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
104-101	Marketing Principles	3
104-104	Selling Principles	3
104-119	Visual Merchandising	3
104-127	Retailing	3
104-170	Business Purchasing	<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.