



2015-2016 *Internal Certificate*

Certificate: **STORE MANAGEMENT (90-104-8)**

Credits: **15 Credits**

Description: 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.

Related Program: Marketing

Campuses Available: Kenosha

REQUIRED COURSES

✓	<u>Semester One</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
	104-101 Marketing Principles	3		
	104-104 Selling Principles	3		
	104-119 Visual Merchandising	3		
✓	<u>Semester Two</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
	104-127 Retailing	3		
	104-170 Business Purchasing	3		
	Total Credits	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.