

Retail Merchandise Manager RMM1

Type

Technical Certificate of Credit

The Retail Merchandise Manager certificate is designed to prepare students to plan and supervise the purchase and marketing of merchandise in a broad area. In department store chains, with numerous stores, many of the buying and merchandising functions are centralized in one location. Managers decide which merchandise is best for their own stores.

Required Courses — 12.00 Hours

Item #	Name	Credits
MKTG 1270	Visual Merchandising	3
MKTG 1370	Consumer Behavior	3
MKTG 2070	Buying and Merchandising	3
MKTG 2270	Retail Operations Management	3

Management Selection — 3.00 Hours

* Choose one of the following courses:

Item #	Name	Credits
MGMT 1100	Principles of Management	3
MKTG 2010	Small Business Management	3
	Minimum Credit Hours for Graduation	15