

CAREER PROGRAMS

Marketing

E-Commerce Merchandising Certificate

This 17-18 credit-hour certificate program is designed to give individuals with little or no technical or business training the skills necessary to start and manage viable Web-based retail businesses. The principles learned in the program could be applied to existing retailers wishing to expand by offering a Web-based alternative or to those wishing to open stand-alone virtual storefronts.

Required:

CIS	218	E-Commerce Development.....	3
MKT	252	Internet Marketing.....	3
PLS	222	Intellectual Property.....	3

Electives: Select at least eight to nine credit hours from the following courses:

ACC	099	Business Recordkeeping (3) or	
ACC	101	Introduction to Financial Accounting (4)	3-4
FAS	212	Visual Fashion Merchandising	2
MGT	111	Introduction to Business Organization.....	3
MGT	154	Small Business Management.....	3
MGT	160	Principles of Supervision	3
MKT	106	Retail Merchandising or	
MKT	217	Advertising.....	3
MKT	140	Principles of Professional Selling	3
MKT	245	Principles of Marketing.....	3
MKT	250	Retailing.....	3
MKT	251	Retail Merchandise Management	3

Retail Merchandising Certificate

This is a 17-18 credit-hour certificate program 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.

Required:

FAS	212	Visual Fashion Merchandising (2) or	
MKT	217	Advertising (3)	2-3
MKT	106	Retail Merchandising.....	3
MKT	250	Retailing.....	3
MKT	251	Retail Merchandise Management	3

Electives: Select at least six credit hours from the following courses:

ACC	099	Business Recordkeeping (3) or	
ACC	101	Introduction to Financial Accounting (4)	3-4
MGT	111	Introduction to Business Organization.....	3
MGT	154	Small Business Management.....	3
MGT	160	Principles of Supervision	3

MKT 140	Principles of Professional Selling	3
MKT 245	Principles of Marketing.....	3

Sales Management and Development Certificate

This 15 credit-hour certificate program is designed to provide in-service and pre-service training and development for industrial sales and sales management personnel representing manufacturers, service marketers, wholesalers or other marketing middlemen. Through the selection of courses, this program can satisfy both the career needs of individuals seeking to develop and expand their selling and account servicing skills and individuals preparing for sales management responsibilities. This certificate program would be especially appropriate for individuals who are entering the professional field without a formal sales or marketing education.

Program requirements are satisfied by completing six hours from Group I and nine hours from Group II for a total minimum of 15 credit hours. To achieve an individual program designed to complement the student's industrial and educational background, the selection of courses should be made in consultation with the coordinator.

Electives: Group I (Select six credit hours from the following):

MKT 140	Principles of Professional Selling	3
MKT 141	Sales Management	3
MKT 240	Advanced Sales Strategies	3
MKT 247	Consumer Buying Behavior.....	3

Electives: Group II (Select nine credit hours from the following):

ACC 211	Business Law I.....	3
MAT 125	Purchasing.....	3
MGT 111	Introduction to Business Organization.....	3
MGT 160	Principles of Supervision	3
MKT 141	Sales Management	3
MKT 240	Advanced Sales Strategies	3
MKT 245	Principles of Marketing.....	3
MKT 246	Business to Business Marketing	3