

Retailing • Certificate

Why Choose Retailing?

If you are interested in a dynamic, fast-moving career with potential for early responsibility and advancement, a retailing certificate will provide you with a route to success by providing you with skills in the following:

- Merchandise buying and presentation
- Inventory management
- Understanding buyer behavior in order to meet customer needs

You will be exposed to a powerful set of concepts that will serve you, not just in a retailing career pathway, but in any business field you choose that requires serving customers and successfully meeting corporate goals.

Admission Requirements

Any person who is admitted to the University Learning is welcome to seek the attainment of this certificate. You must provide evidence of graduation from high school with a 2.35 grade point average.

Graduation Requirements

You will receive the Retailing Certificate after completion of the requirements with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

Required Courses

	Credit Hours
Directed Elective (see advisor)	3
RETG 337 Principles of Retailing	3
RETG 339 Retail Merchandising	3
RETG 438 Retail Management	3
Minimum credit hours required for certificate:	12



More Information

Marketing Department
119 South Street, Business 212
Big Rapids, MI 49307-2284
phone: 231-591-2426
email: MKTG@ferris.edu

The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)
http://www.acbsp.org/p/st/ld/sid=s1_001

FERRIS STATE UNIVERSITY

C O L L E G E O F B U S I N E S S