



TEXAS A&M
UNIVERSITY

CERTIFICATE IN RETAILING

BUSINESS MAJORS

The Certificate program, sponsored by the Center for Retailing Studies, supplements the student's degree and provides tangible evidence of commitment and expertise in retailing. Across the country, retailers recognize that certificate recipients have received a rigorous academic preparation for a retailing career.

ELIGIBILITY: The Certificate in Retailing program is open to business majors, business minors, and MS in Marketing graduate students, with specific academic requirements for each group.

REQUIREMENTS FOR BUSINESS MAJORS

- **Application of Intent**
Students must file an Application of Intent to complete the Certificate in Retailing.
This form is available in Wehner 201 or crstamu.org
- **Retailing Internship**
A minimum of one 300 hour internship with a retailer or retailing related company is required. Approval must be received through the Center before the internship begins. Students complete a survey following their internship.
- **Student Retailing Association**
Students maintain active membership status in Student Retailing Association for two consecutive semesters through participation in meetings, lectures, company visits, career fairs, and service projects.
- **Academic Coursework**
Students must complete nine hours of retailing related course work and maintain a 3.0 GPA in each class. No Substitutions.

SUMMARY:

The Certificate requires nine hours of academic credit, an internship and participation in Student Retailing Association.

Students must take two retailing courses and one elective course.

Retailing Courses (Two required)

MKTG 325	Retailing Concepts & Policies
MKTG 326	Strategic Retailing
MKTG 327*	Retail Merchandising & Buying *renamed MKTG 425 in 2011
MKTG 489*	Fashion Retail Case Competition *3.0 GPA required to register

Elective Course (One required)

MKTG 435	Personal Selling
MKTG 438	Strategic Internet Marketing
MKTG 344	Marketing Channels Mgmt
MKTG 345	Alternative Media, Sales & PR
MKTG 440	Services Marketing
MKTG 442	Product Management
MGMT 373	HR Management
MGMT 461	Entrepreneurship