

**RETAIL MANAGEMENT CERTIFICATE – B084**

Contact: Ellen Majka, 413-552-2350, emajka@hcc.edu

COURSE TITLE	COURSE NUMBER	PREREQUISITES	CREDITS	SEMESTER TAKEN	GRADE
<b>GENERAL EDUCATION REQUIREMENTS</b>			<b>24</b>		
Computer Applications	BUS 115		3		
Principles of Management	MGT 230		3		
Human Resource Management	MGT 231		3		
Principles of Retailing	MKT 110		3		
Principles of Advertising	MKT 226		3		
Customer Service and Sales	MKT 227		3		
Principles of Marketing	MKT 240		3		
Business Elective <sup>1</sup>			3		
<b>Total Credits</b>			<b>24</b>		

NOTES:

<sup>1</sup> Select from: ACC, BUS, CSI, HCA, LAW, MGT, MKT, SEC, SPO

Depending on the course selection 100% of this program can be completed online. Go to <http://webtide.hccdl.org> for further information.

**PROGRAM OVERVIEW**  
The Retail Management Certificate prepares students for careers in retail sales, customer service, and entry-level management positions within retail stores. The certificate credits are fully transferable to all of the options within the Marketing Management major. All of the courses within the Retail Management Certificate are available online