

# FASHION MERCHANDISING AND RETAIL MANAGEMENT CERTIFICATE

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**Program code:** FMRM-CC

**Location:** Gateway

## Program Description

The certificate program is designed to offer a concentrated study in fashion merchandising and retail management to prepare for entry work in these industries or to build upon an existing degree to provide additional career opportunities. Students will be able to apply all the credits earned towards an AS degree in Fashion Merchandising and Retail Management.

## Learning Outcomes

1. Identify core concepts of fashion merchandising and retail management and their role in society and the global economy,
2. Describe the legal and ethical environments of the fashion and retail industries,
3. Demonstrate information literacy through research skills and the use of technology,
4. Apply effective written and oral communications skills to business situations,
5. Identify jobs and career paths in the fashion and retail industries.

## Certificate Requirements

Code	Title	Credits
<b>Required Courses</b>		
BENT 2180	Entrepreneurship	3
BMKT 1003	Principles of Retailing	3
BMKT 2010	Principles of Marketing	3
BMKT 2015	Principles of eBusiness	3
BMKT 2055	Introduction to the Fashion Industry	3
BMKT 2057	Textiles	3
BMKT 2410	Principles of Advertising	3
<b>Total Credits</b>		<b>21</b>