

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
ENGL&101	English Composition I	5						
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
MKTG 135	Principles of Retailing	5						
MKTG 234	Advertising	5						
MKTG 255	Relationship Marketing	5						
MKTG 277	Fashion Marketing & Merchandising	5						
<i>Choose one course from the following:</i>		5						
BTS 165	Business Spreadsheet Analysis & Design (5 Cr)							
MATH&107	Math in Society (5 Cr)							
<i>Choose one course from the following:</i>		5						
CMST& 220	Public Speaking (5 Cr)							
MKTG 290	Marketing Activities in DECA (5 Cr)							
TOTAL		45						

The Certificate of Achievement in Retail Marketing provides students with practical, hands-on experience in marketing, with an emphasis on retail activity and the distribution of goods and services. Courses in retail marketing, digital platforms, fashion marketing, advertising, sales, and relationship marketing offer students instruction matching employer needs. The program requires students to assume a management viewpoint, and develop appropriate marketing strategies that employ their newly honed skills.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Establish business and marketing objectives
- Translate objectives into integrated marketing strategies that lean heavily on the retail experience
- Utilize event marketing and in-store promotional opportunities to drive conversions
- Optimize campaigns based on data inputs and research efforts
- Utilize marketing efforts to create future product innovation and extensions

FOR MOST UP-TO-DATE INFORMATION, GO TO:
www.bellevuecollege.edu/programs/degrees/proftech/mktg/#retailmarketing

GAINFUL EMPLOYMENT DISCLOSURE

For details about our graduation rates, the median debt of students who completed the program, and other important information, please visit www.bellevuecollege.edu/legal/publicdisclosure

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