

CERTIFICATE PROGRAM

Danville Area Community College
2009-2010

Retailing

Certificate Program

This program is designed for the individual desiring to improve their retailing skills. Emphasis will be placed on buying behavior, customer psychology, current management practices, effective advertising techniques, and successful marketing/sales strategies.

REQUIRED COURSES	HOURS	F,S,I,SU	GRADE
BMGT 217 Principles of Retailing	3		
BMGT 117 Principles of Marketing	4		
BOFF 180 Layout & Design Principles	2		
BOFF 217 InDesign (pre: BOFF 130, BOFF 180) <i>OR</i> BOFF 215 QuarkXPress (pre: BOFF 130, BOFF 180)	3		
BMGT 103 Customer Service	2		
BMGT 106 Supervisory Training	3		
BMGT 118 Professional Selling	3		
BMGT 201 Promotional Strategy (pre: BOFF 180, BOFF 217 or BOFF 215)	4		
BMGT 104 Interpersonal Relationships	3		
BMGT 213 Principles of Advertising (preferred: BOFF 180, BOFF 217 or BOFF 215)	3		
Business Elective	3		
Communications Elective	3		
Math Elective	3		

Total 39

Enrollment in developmental classes may increase the length of times it takes to complete a certificate.