



**RETAIL MARKETING MANAGER
TWO SEMESTER TECHNICAL CERTIFICATE OF CREDIT**

MAJOR CODE: RMM1

REQUIRED CREDIT HOURS: 15

CIP Code:52.1803

Program Description: The Retail Merchandise Manager certificate is designed to prepare students to plan and supervise the purchase and marketing of merchandise in a broad area. In department store chains, with numerous stores, many of the buying and merchandising functions are centralized in one location. Managers decide which merchandise is best for their own stores.

Number	Course Name	Credit Hours	Prerequisites/Corequisites
Technical Courses			
MKTG 1270	Visual Merchandising	3	
MKTG 1370	Consumer Behavior	3	
MKTG 2070	Buying and Merchandising	3	
MKTG 2270	Retail Operations Management	3	

Select one of the following courses:

MGMT 1100	Principles of Management	3	Pre-req: Provisional Admission
MKTG 2010	Small Business Management	3	Pre-req: MKTG1100

NOTES: Course descriptions are available in the college catalog which can be found online at <https://www.gptc.edu/catalog>. The curriculum is subject to modification to meet changing conditions.

Estimated Costs

Cost Item	#	Cost
Total Credits (\$89/credit) and Course Fees	15	\$1,370
Semester Fees (\$378/semester)	2	\$756
Books and Materials		\$1,010
Total Estimated Cost		\$3,136

NOTES: Credit cost assumes 15 or less credits per semester and both the credit cost and fees can change over time (see <http://www.gptc.edu/index.html> for latest tuition rate and fees). Books and materials are priced at current rates for new books from the college bookstore.

Gainful Employment Information: No gainful employment information available for this program.

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Georgia Piedmont Technical College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Applied Science degrees, diplomas and technical certificates of credit. Contact the [Commission on Colleges](#) at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Georgia Piedmont Technical College.The Commission should be contacted only if there is evidence that appears to support Georgia Piedmont Technical College’s significant non-compliance with Commission requirements or standards. Inquiries related to normal and ongoing College operations such as admission requirements, financial aid, programs, etc., should be addressed directly to Georgia Piedmont Technical College and not to the Commission on Colleges.