Retail Management

The retail industry is the nation’s largest private sector employer and accounts for one-fifth of the country’s total gross domestic product. To remain competitive in today’s ever-changing world, retailers must continually address new marketplace realities. They need to stay focused on the long-term horizon while simultaneously finding new and innovative solutions to create additional value. They must also fiercely reduce operating costs and mitigate risks throughout the entire enterprise.

The Retail Management certificate gives you the planning, development and commercialization skills needed to succeed in this fast-paced environment.

Curriculum (12 Credit Hours)

**CORE COURSES**
- MKTG 7017 Consumer Insights
- MKTG 7033 Retailing
- MKTG 7035 Marketing Strategy

**SELECT ELECTIVES**
- MGMT 7073 Human Resource Management
- MGMT 7014 Leadership and Organizations
- MKTG 7023 Services Marketing
- MKTG 7025 Advertising Essentials
- MKTG 7026 Applied Influence Strategies
- MKTG 7027 e-Marketing
- MKTG 7030 Branding
- GEOG 7085 Location Theory and Analysis

More than a dozen electives are offered within the Retail Management certificate program. Students may substitute core courses or electives with approval of Academic Director.

Highlights

- Fast, focused and flexible curriculum
- Specialized knowledge to enhance your career
- Transcripted graduate credits that can also apply toward a master’s degree

Learn More

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