

# Retail Sales Representative Certificate

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This retail sales representative certificate is designed for students seeking positions in the growing retail industry in Johnson County.

(Major Code 5260; State CIP Code 52.1803)

- Gainful Employment - Retail Sales Representative (<http://www.jccc.edu/marketing-and-management/ge-vc-retlsales.html>)
- Marketing and Management (<http://www.jccc.edu/marketing-and-management>)

## Required Courses

|             |                                       |    |
|-------------|---------------------------------------|----|
| MKT 230     | Marketing                             | 3  |
| FASH 135    | Image Management                      | 1  |
| MKT 121     | Retail Management                     | 3  |
| MKT 134     | Professional Selling                  | 3  |
| MKT 202     | Consumer Behavior                     | 3  |
| MKT 234     | Services Marketing*                   | 3  |
| MKT 284     | Marketing and Management Internship I | 1  |
| Total Hours |                                       | 17 |

**Total Program Hours: 17**

**All 17 credit hours in the retail sales representative certificate program apply to the 35-credit-hour sales and customer service certificate.**