

Retail Sales Representative Certificate

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 52.1401)

- Gainful Employment - Retail Sales Representative (<http://www.jccc.edu/academics/business/marketing/gainful-employment-retail-sales/Gedt.html>)
- Marketing and Management (<http://www.jccc.edu/academics/business/marketing>)

Required Courses

MKT 121	Retail Management	3
MKT 134	Professional Selling	3
MKT 202	Consumer Behavior	3
MKT 230	Marketing	3
MKT 234	Services Marketing*	3
or MKT 205	eMarketing	
MKT 284	Marketing Management Internship I	1
or MKT 292	Special Topics:	
Total Hours		16

Total Program Hours: 16

All 16 credit hours in the retail sales representative certificate program apply to the 31-credit-hour sales and customer relations certificate and the Marketing Management degree.