

MERCHANDISING CERTIFICATE

PROGRAM CODE: 1C21099

Financial Aid Eligible

The **Merchandising Certificate** primary emphasis is to prepare the student to work in the merchandising and retailing field with a focus on building positive customer relationships. To earn a certificate, students must complete the required courses as listed with a grade of C or better. At least 50% of all course work must be completed at Cypress College. This certificate requires a total of 21 units.

Code	Title	Units
Required Courses are listed in suggested sequence (21 units):		
BUS 100 C	Introduction to Business	3
BUS 208 C	Principles of Selling	3
BUS 105 C	Principles of Retailing	3
BUS 210 C	Consumer Behavior	3
BUS 222 C	Principles of Marketing	3
BUS 103 C	Principles of Advertising	3
BUS 266 C	Human Relations in Business	3
Total Units		21

[http://www.curricunet.com/Cypress/reports/program_report.cfm?
programs_id=1434](http://www.curricunet.com/Cypress/reports/program_report.cfm?programs_id=1434)