Manage high expectations: yours and your customers’.

What’s trending in retail goes far beyond fashion styles and food trucks. For example, new technology is helping brick-and-mortar retailers analyze foot traffic, and jewelers are using 3D printing to drive customized purchases. Now more than ever, protecting customer data remains paramount. The industry is focused on creating engaging, safe, personalized experiences for consumers who want low prices, but top quality. To drive sales and build brand loyalty in a crowded market space, retail managers rely on an extensive, varied set of skills. Our Retail Management Certificate (undergraduate) will help you better understand customer service, supply merchandising and personnel management and sales, all through the lens of a manager. Learn the skills necessary to be a leader in the retail industry via this certificate that is aligned to National Retail Federation (NRF®) standards. Students will also prepare for and can earn the Customer Service and Sales Certification and the Retail Management Certification designations through the NRF.

Our certificate program prepares graduates for a variety of careers in retail, such as:

- Store manager
- Operations manager
- Customer service manager

Learn tangible skills:

- Manage retail personnel using effective skills.
- Improve employee performance using customer service management techniques.
- Promote professionalism through the use of legal and ethical principles in retail personnel management.

Study a solid core curriculum:

- Retail operations
- Marketing and merchandising
- Retail personnel
- Customer service management
- Business communication

Build key business skills:

- Critical thinking
- Problem-solving
- Communication
- Information utilization
- Collaboration

Earn a certificate while pursuing an associate degree:

- The Retail Management Certificate can be earned en route to the Associate of Arts with a concentration in Retail Management.**
**Program Requirements:**

- Minimum Credits
  - Core coursework (degree) 9
  - Electives 9
  - Total 18

Coursework includes, but is not limited to:

- COM 295 Business Communications
- BRM 226 Customer Service Management
- BRM 236 Sales, Tools, and Strategies
- BRM 246 Retail Marketing: Merchandising
- BRM 256 Retail Personnel Management
- BRM 266 Retail Operations: Supply Management

**Benefits of being a Phoenix:**

- Learn from our dedicated business faculty who average 20 years of practical experience in the fields in which they teach.
- Leverage the knowledge and insights of our Alumni Network — more than 890,000 strong — via programs like the Alumni Association’s Alumni Mentor Program and more than 40 ground-based chapters.
- Take classes online, on campus or both — and our 24/7 mobile app helps you stay connected to class on the go.
- Have your prior academic and professional experience evaluated and potentially applied toward your degree.
- Try us, risk-free, for three weeks without any financial obligation.*
- Gain the industry skills and knowledge you need to be successful.
- Find student support online and at ground locations nationwide.
- Prepare for your career by using exclusive career resources like our Phoenix Career Guidance System™, our dedicated team of Career Advisors and complimentary career fairs.
- Learn from a program that is built for adult learners and teaches skills applicable to the retail industry.

**Industry partnerships:**

Aligns to National Retail Federation (NRF) standards. Helps students prepare to sit for the NRF’s Customer Service and Sales Certification, the Advanced Customer Service and Sales Certification, and the Retail Management Certification.

*Certain conditions apply. To find out if you’re eligible, visit phoenix.edu/riskfree.

**Maryland residents will earn an Associate of Arts with an emphasis in Retail Management.**

For more information about on-time completion rates, the median debt incurred by students who completed this program and other important information, please visit http://www.phoenix.edu/programs/continuing-education/certificate-programs/business-and-management/cert-retm.html.

Certificate programs are widely available in an online format but generally not available at our campus locations. Please check with a University Enrollment Representative.

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