

Pre-Baccalaureate Consumer Retail Certificate



The School of Business

PORTLAND STATE UNIVERSITY

Required Courses (3 courses; 12 credits):

- BA 316U - Essentials of Marketing for Non-Business Majors (4)
- MKTG 363 – Consumer Behavior and Customer Satisfaction (4)
OR MKTG 435 – Consumer Packaged Goods (4)
- GSCM 310 – Intro to Supply Chain Management of Food and Beverage systems (4)

PLUS select two courses from this menu (2 courses, 8 credits):

- MKTG 338U – Professional Selling (4)
- MKTG 467 – Sales Management (4)
- MGMT 461 – Reward Systems and Management Performance (4)
- MGMT 464 – Contemporary Leadership Issues* (4)
- COMM 220 – Public Speaking* (4)
- STAT 241 – Applied Statistics for Business Leaders* (4)

* These courses are strongly recommended for students considering pursuing a Bachelor’s degree.

COURSE	PREREQUISITE
BA 316U	None, BA 101 recommended
STAT 241	MTH 95 or higher OR ALEKS Math Placement Test “D”
MKTG 363	BA 316U
MKTG 435	BA 316U
GSCM 310	None
MKTG 338U	None
MKTG 467	BA 316U
COMM 220	None

To learn more, visit <https://www.pdx.edu/sba/pre-baccalaureate-consumer-retail-certificate>

Contact Jennifer Nolfi, Retail Leadership Executive Director, at jnolfi@pdx.edu or call 503-725-9805

- Partnership with the Western Association of Food Chains (WAFC)

- Eligibility; Completed WAFC Retail Management Certificate; 5 years of professional experience and letter from employer

Course offerings are not guaranteed and vary by time and term. Courses tend to be offered:

FALL	WINTER	SPRING	SUMMER - Taught in a condensed time period
BA 316U (Day/Night/Online)	BA 316U Day (not online)	BA 316 Night (not online)	BA 316U Day (not online)
STAT 241 (Day/Night/Online)	STAT 241 (Day/Night/Online)	STAT 241 (Day/Night/Online)	STAT 241 (Day/Online)
MKTG 363 (Day/Night) (not online)	MKTG 363 Day (not online)	MKTG 363 (Remote)	MKTG 363 Day (not online)
MKTG 435 (Day/Night) (not online)			MKTG 435 Day (not online)
GSCM 310 Online			
MKTG 338U (Day/Night) (not online)	MKTG 338U Day (not online)	MKTG 338U (Day/Night) (not online)	MKTG 338U Day (not online)
MGMT 461 (Day/Night/Online)	MGMT 461	MGMT 461 (Day/Night/Online)	MGMT 461 (Day/Online)
MGMT 464 (Day/Online)	MGMT 464	MGMT 464 (Remote)	MGMT 464 Day (not online)
COMM 220 (Day/Online)	COMM 220 (Day/Night/Online)	COMM 220 (Day/Night/Online)	COMM 220 Day (not online)

You have a Career & Academic Advisor in the School of Business based on the last two digits of your PSU student ID number. To schedule an appointment with your advisor go to pdx.edu/sba/academic-career-advising

Please note that certificate candidates must either hold a bachelor's degree in business or earn one concurrently with the certificate. There are additional requirements needed to earn a degree and/or certificate, please utilize the School of Business advising guide and the Degree Audit Reporting System (DARS) for more details.