

Pre-Baccalaureate Consumer Retail Certificate



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 two courses from below (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
MKTG 363	BA 316U
MKTG 435	BA 316U
GSCM 310	None
MKTG 338U	None
MKTG 467	BA 316U
MGMT 461	BA 316U
MGMT 464	BA 316U
COMM 220	None
STAT 241	MTH 95 or higher OR ALEKS Math Placement Test “D”

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 (Online)	BA 316U (Day)	BA 316U (Night-Hybrid)	BA 316U (Online)
STAT 241 (Day/Night/Online)	STAT 241 (Day/Night/Online)	STAT 241 (Day/Night/Online)	STAT 241(Day/Online)
MKTG 363 (Day/Night)	MKTG 363 (Day)	MKTG 363 (Night/Online)	
MKTG 435 (Night-Hybrid)			
GSCM 310 (Online)		GSCM 310 (Online)	
MKTG 338U (Day/Night)	MKTG 338U (Day/Night-Hybrid)	MKTG 338U (Day)	MKTG 338U
MGMT 461 (Night/Online)	MGMT 461 (Night/Online)	MGMT 461 (Night/Online)	
MGMT 464 (Day/Online)	MGMT 464 (Night/Online)	MGMT 464 (Night/Online)	
COMM 220 (Day/Online)	COMM 220 (Day/Night/Online)	COMM 220 (Day/Night/Online)	COMM 220 (Day)

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 visit pdx.edu/business/undergrad-advising