



# Pre-Baccalaureate Consumer Retail Certificate

## A minimum of 20 credits as follows:

- BA 316U – Essentials of Marketing for Non-Business Majors (4)
- MKTG 363 – Consumer Behavior and Consumer Satisfaction (4) **OR** MKTG 435 – Consumer Packaged Goods (4)
- GSCM 310U – Intro to Supply Chain Management of Food & Beverage Systems (4)
- Two Approved Electives (8)
  - MKTG 338U – Professional Selling (4)
  - MKTG 467 – Sales Managements (4)
  - MGMT 461 – Reward Systems and Performance Management (4)
  - MGMT 464 – Contemporary Leadership Issues (4)
  - COMM 220 – Public Speaking (4)
  - STAT 241 – Applied Statistics for Business Leaders (4)

## Course Prerequisites

Course	Prerequisite
BA 316U	None, BA 101 recommended
MKTG 363	BA 316U
MKTG 435	BA 316U
GSCM 310U	None
MKTG 338U	None
MGMT 461	MGMT 351
MGMT 464	BA 302
COMM 220	Nonw
STAT 241	MTH 95 or higher or ALEKS 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](mailto:jnolfi@pdx.edu)

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

Certificate course offerings are not guaranteed and may vary by time and term.

Fall	Winter	Spring	Summer
BA 316U (Online)	BA 316U (Day)	BA 316U (Night-Hybrid)	BA 316U (Online)
MKTG 363 (Day/Night)	MKTG 363 (Day)	MKTG 363 (Night/Online)	
MKTG 435 (Night-Hybrid)		GSCM 458 (Online)	
GSCM 310 (Online)		GSCM 310 (Online)	
MGMT 461 (Night/Online)	MGMT 461 (Night/Online)	MGMT 461 (Night/Online)	MGMT 461
MGMT 464 (Day/Online)	MGMT 464 (Night/Online)	MGMT 464 (Night/Online)	MGMT 464
COMM 220 (Day/Online)	COMM 220 (Day/Night/Online)	COMM 220 (Day/Night/Online)	COMM 220 (Day)
STAT 241 (Day/Night/Online)	STAT 241 (Day/Night/Online)	STAT 241 (Day/Night/Online)	STAT 241 (Day/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 visit  
<https://www.pdx.edu/business/undergrad-advising>