

Visual Merchandising - Micro-Certificate

Curriculum

This undergraduate-level, micro-certificate program prepares students to create visual displays for retail store windows, interiors and websites that maximize selling space and merchandising potential. Students learn visual communication skills that result in impactful storytelling presentations and align with branding. Topics of study include integrated marketing communications, selling and marketing of fashion merchandise, the importance of color and composition, and the use of mannequins.

Note: Students who enroll in this certificate program are ineligible for financial aid. Contact Student Financial Services for options.

Visual Merchandising

A 13 semester credit program leading to the Visual Merchandising undergraduate micro-certificate

RTL1030	Retailing Principles & Practices	3
RTL2050	Fashion Promotion	3
RTL2122	Retail and Fashion Lab	4
RTL3350	Visual Merchandising	3
Total Credits		13.0

Admissions Requirements

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

Prior to being considered for admissions into an online JWU undergraduate program, the following must be submitted:

1. A completed application for admission
2. Official high school or GED transcript (or 60+ earned transfer credits with college transcript submission)
3. If applicable, official or certified transcripts from all previous college/ university institutions