

Visual Merchandising - Micro-Certificate

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

RTL1015	Introduction to Retail and Fashion	3
RTL2050	Fashion Promotion	3
RTL2122	Retail and Fashion Lab	4
RTL3350	Visual Merchandising	3
Total Credits		13.0