

Certificate in Digital Merchandising

The Department of Textile and Apparel Management (<http://catalog.missouri.edu/collegeofartsandscience/textileapparelmanagement/#text>) offers the Certificate in Digital Merchandising, which prepares undergraduate students for careers in the rapidly growing and dynamic field of digital merchandising and digital commerce. Students who finish the 12 credit-hour curriculum will receive the Certificate of Digital Merchandising upon completion of their bachelor's degree. The certificate will prepare students for positions where an understanding of apparel merchandising, marketing and consumer analytics in a digital commerce environment.

Requirements

Prerequisites for all courses must be met, or the student must have the permission of the instructor.

A certificate consists of at least 12 credits; at least 12 credits must be taken in MU course work. Students must meet the minimum GPA requirements for a certificate, which in no case can be lower than 2.0. In addition, a student cannot receive a grade lower than a C- in any course applied towards a certificate in the College. For more information, please see Requirements for an Optional Certificate (<http://catalog.missouri.edu/collegeofartsandscience/#requirementsforanoptionalcertificate>).

Required Courses

T_A_M 4000	Digital Marketing Strategies for Fashion	3
T_A_M 4300	Fashion Brand Management and Promotion	3
T_A_M 4400	The Retail Consumer: Advanced Data Analytics	3
T_A_M 4600	Digital Merchandising	3
Total Credits		12