

# Graduate Certificate in Digital Merchandising

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The Graduate Certificate in Digital Merchandising within the Department of Textile and Apparel Management will enhance the knowledge and skills leaders would need for today's fashion and retail industry. This program is offered 100% online through Missouri Online (<https://tam.missouri.edu/graduate/graduate-certificate-in-digital-merchandising/>). The certificate will provide professionals in the industry with cutting-edge knowledge for their career development and advancement.

## Requirements

Students will need to complete 12 credit hours to earn the certificate.

### Required Courses

T_A_M 7000	Digital Marketing Strategies for Fashion	3
T_A_M 7300	Fashion Brand Management and Promotion	3
T_A_M 7600	Digital Merchandising	3
T_A_M 7400	The Retail Consumer: Advanced Data Analytics	3
or ARCHST 7962	Information Visualization and Visual Analytics	