



**Department of Marketing**  
*Certificate in*  
**RETAIL MARKETING**  
**AND MANAGEMENT**

**Office Use Only**

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**This certificate is open to ALL majors.**

**Application for Admission**

**Submit your application as early as possible (prior to taking the courses if possible)  
to make course scheduling more convenient.**

Please email the completed form to [MarCerts@fiu.edu](mailto:MarCerts@fiu.edu) or return it to the Department of Marketing (RB 310).

For information regarding courses, preferred course sequences, and benefits of earning the certificate, please visit [MarketingCertificates.fiu.edu](http://MarketingCertificates.fiu.edu) or contact Professor Tim Birrittella at [tbirritt@fiu.edu](mailto:tbirritt@fiu.edu) or 305-348-2571.

**APPLICANT INFORMATION** (Please print neatly.)

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

Panther ID #: \_\_\_\_\_ FIU Email: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Non- FIU Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip code: \_\_\_\_\_

Expected Graduation Date: Semester \_\_\_\_\_ Year \_\_\_\_\_

Major(s): \_\_\_\_\_ Minor(s): \_\_\_\_\_

**CERTIFICATE COURSE REQUIREMENTS** (Students must take the 6 courses and must earn a C or higher in each of the 6 courses. In addition to this application, a [Change of Program form](#) must be submitted to the OneStop office prior to earning 90 credits.)

**Required Courses (4)**

- MAR 3023 Introduction to Marketing (Fall, Spring, Summer)
- MAR 4231 Retail Marketing (Fall, Spring)
- MAR 4232 Current Issues in Retailing (Spring)
- MAR 4674 Marketing Analytics (Fall, Spring, Summer)

**Elective Courses (2)**

Choose two (2) of the following:

- MAR 4503 Consumer Behavior (Fall, Spring, Summer)
- MAR 4643 Decision Making & Negotiations (Fall, Spring)
- MAR 4860 Customer Relationship Management (Fall, Spring, Summer)