

APPLIED BUSINESS RETAIL AND MERCHANDISING SERVICES - CERTIFICATE OF COMPLETION

Doña Ana Community College 2026-2027 Catalog (16 credits)

NOTE: Students must earn a final grade of C- or better in all Technical Requirements courses and Area of Interest courses and achieve a cumulative grade-point average of at least 2.0. A grade of C- or better is required in designated Mathematics courses.

Students must complete all University certificate requirements, which include: General Education requirements and elective credits to total at least 16 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

16 credits

The Certificate in Applied Business Retail and Merchandising Services will enable students to acquire the fundamental business skills needed to manage and promote a retail sales operation. This is an applied certificate aimed at developing a student's employee performance and leading to pursuit of the Associate of Applied Business.

Prefix	Title	Credits
Course Requirements		
BUSA 1110	Intro to Business	3
BMGT 126	Retail Management	3
BMGT 132	Principles of Selling	3
BMGT 136	Forecasting Business Activity	3
BMGT 216	Business Math (or any math course with MATH prefix or BUSA 1180)	3
BMGT 221	Internship I	1
Total Credits		16