



**Retailing for New  
Managers**  
Training Modules



## Retailing for New Managers

- Would your staff benefit from increased business acumen and business knowledge?
- Can you help your organization's leadership identify, solve and manage problems in the workplace?
- Are there business principles that might improve your organization's success?

Retailing for New Managers explores retail management. Participants survey various retailing processes, functions, planning, marketing distribution, and the domestic economy versus global supply chain. The training also examines market and consumer analysis; store location and layout; merchandizing; promotion; customer relations; and financial, ethical, and environmental issues.

The target audience for this training includes individuals that are in lower-level management or are new to management. Typical work experience ranges from 0 - 10 years.

### Seven unique module offerings

*Each self-paced module is designed to be completed as a standalone learning experience, with the following additional features:*

- ✓ Mix and match—choose from 1-7 modules that address your organization's management challenges, goals, and priorities.
- ✓ Learning format—self-paced, instructor supported online coursework.
- ✓ Flexible course schedules—completion timelines are variable and determined by your situation and convenience.
- ✓ Your organization's specific business case studies and exercises may be included as supplements.

The following seven module offerings may be completed by participants in variable amounts of time (estimated as being up to 19 hours each), according to prior education and experience.

Important information about the educational debt, earnings, and completion rates of students who attended DeVry or Keller can be found at [devry.edu/degree-programs/ge.html](http://devry.edu/degree-programs/ge.html) or [keller.edu/graduate-degree-programs/ge.html](http://keller.edu/graduate-degree-programs/ge.html).

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## Module 1 Title: Introducing Retailing Management

### Description

Participants enrolled in this module will examine retailer types/formats, merchandise categories, and retailing ethical integrity.

### Topic Readings

- Introduction to the World of Retailing
- Types of Retailers

### Objectives

Examine retailer types/formats, merchandise categories, and retailing ethical integrity by:

- Examining the retailer's role in the goods and services supply chain
- Examining the retailer's management decision process
- Classifying representative retailing activities as ethical or not
- Evaluating the scope of different types of retailers associated with different types of merchandise

## Module 2 Title: Retailing Distribution Channels

### Description

Participants enrolled in this module will compare and contrast the multiple channels retailers can use to reach targeted customers.

### Topic Readings

- Multichannel Retailing
- Customer Buying Behavior

### Objectives

Compare and contrast the multiple channels retailers can use to reach targeted customers by:

- Comparing and contrast different retail channels
- Relating a retailer's target market with their retail format
- Distinguishing different sources of competitive advantage across global retailers
- Examining each step of the strategic retail planning process

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## Module 3 Title: Financial Bottom-Lines in Retailing

### Description

Participants enrolled in this module will evaluate terms and formulas used to measure the financial performance of various operational approaches in retailing.

### Topic Readings

- Financial Strategy

### Objectives

Evaluate terms and formulas used to measure the financial performance of various operational approaches in retailing by:

- Examining the strategic profit/loss model
- Examining the relationship between financial ratios and productivity performance
- Examining the strategy of increasing profits through lower inventory costs but higher labor costs
- Evaluating the financial implication of strategic retail decisions

## Module 4 Title: Competing in Retail

### Description

Participants enrolled in this module will examine a retailer's Real-Estate (RE), Human Resource (HR), Information Systems (IS), Supply Chain Management (SCM), and Customer Relationship Management (CRM) business functions.

### Topic Readings

- Retail Locations
- Human Resource Management
- Information Systems and Supply Chain Management

### Objectives

Examine a retailer's Real-Estate (RE), Human Resource (HR), Information Systems (IS), Supply Chain Management (SCM), and Customer Relationship Management (CRM) business functions by:

- Comparing and contrast some key characteristics of different retail locations
- Flow charting the typical organizational structure (tasks and roles) of retail firms, for both a single-store and a national chain; recognizing that the hierarchy of management and levels of management will vary greatly from chain stores to single location stores
- Flowcharting the general flow of information and merchandise in a retail supply chain
- Relating Customer Lifetime Value (CLV) to customer retention, as well as unprofitable customers focusing on the cost to service unprofitable customers

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## Module 5 Title: Retailer Merchandising

### Description

Participants enrolled in this module will examine how the selection of merchandise a retailer decides to offer impacts its relationships with both its customers as well as its suppliers.

### Topic Readings

- Managing the Merchandise Planning Process
- Buying Merchandise

### Objectives

Examine how the selection of merchandise a retailer decides to offer impacts its relationships with both its customers as well as its suppliers by:

- Flowcharting the merchandise planning process
- Examining the management, allocation, and sourcing (vendor selection) of inventory
- Examining how retailers decide what to buy, and how they negotiate and partner with vendors
- Comparing and contrast voluntary corporate social responsibility (CSR) from laws and regulations

## Module 6 Title: Pricing, Promotion, and Profit in Retailing

### Description

Participants enrolled in this module will evaluate the trade-offs between price, promotion, and profit in retailing.

### Topic Readings

- Retail Pricing
- Retail Communication Mix

### Objectives

Evaluate the trade-offs between price, promotion, and profit in retailing by:

- Examining the relationships between value, price sensitivity/elasticity, markdowns, and profit
- Examining legal and ethical pricing issues
- Defining the key elements of an integrated marketing communication strategy
- Describing how the brand is built and protected using all means including communications, PR, marketing, sales, promotions, and customer service

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## Module 7 Title: Customer Retail Experience

### Description

Participants enrolled in this module will examine factors in retailing that directly impact or indirectly influence the quality of a customer's shopping, purchasing, and after-sale experiences.

### Topic Readings

- Managing the Store
- Store Layout, Design, and Visual Merchandising
- Customer Service

### Objectives

Examine factors in retailing that directly impact or indirectly influence the quality of a customer's shopping, purchasing, and after-sale experiences by:

- Examining the issues of store employee performance and the results of their performance on store performance
- Examining issues and measures associated with shrinkage
- Defining the key retail store design elements that managers at various levels have authority to impact
- Examining sources of, and solutions to, gaps in customer service quality

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