# PONTIS COMMUNITY SERVICES

# PCS eLearn

# RETAIL MANAGEMENT

Our retail management course provides students with the knowledge and skills necessary to succeed in the dynamic and competitive retail industry. These courses cover a wide range of topics, preparing individuals for various roles within retail, from entry-level positions to management and ownership.

# COURSE SCHEDULE

Course Schedule – This is a template for administration purposes, the course scheduler can change according to time of admission, availability of courses, and number of hours taken by the student.

RTM 101 - Fundamentals of Retailing (3 Weeks)

RTM 105 - Customer Service and Sales (2 Weeks)

RTM 110 - Merchandising and Buying (2 Weeks)

RTM 120 - Store Operations (2 Weeks)

RTM 125 - Marketing and Promotion (3 Weeks)

RTM 130 - Inventory Management (3 Weeks)

RTM 135 - Financial Management (3 Weeks)

RTM 140 - Human Resources Management (2 Weeks)

RTM 145 - Technology in Retail (2 Weeks)

RTM 150 - Retail Trends and Challenges (2 Weeks)

TOTAL FOR COURSE COMPLETION - 24 WEEKS

# COURSE DESCRIPTIONS

**RTM 101 - Fundamentals of Retailing  (3  Weeks)  -**  Introduction to the retail landscape, different types of retailers (e.g., department stores, specialty stores, online retailers), and the role of retail in the economy.

**RTM 105 - Customer Service and Sales (2  Weeks) -** Developing excellent customer service skills, understanding customer behavior, and mastering sales techniques to drive revenue and build customer loyalty.

**RTM 110 - Merchandising and Buying  (2  Weeks)  -**  Learning about product selection, assortment planning, pricing strategies, inventory management, and visual merchandising to optimize sales and profitability.

**RTM 120 - Store Operations (2  Weeks) -** Covering the day-to-day operations of a retail store, including staffing, scheduling, security, loss prevention, and store maintenance.

**RTM 125 - Marketing and Promotion (3 Weeks) -** Understanding retail marketing strategies, including advertising, promotions, public relations, social media marketing, and branding to attract and retain customers.

**RTM 130 - Inventory Management  (3  Weeks)  -**  Techniques for managing inventory levels, including forecasting demand, ordering, receiving, and controlling stock to minimize costs and maximize sales.

**RTM 135 - Financial Management  (3  Weeks)  -**  Basic financial concepts relevant to retail, such as sales analysis, cost control, profit margins, and budgeting.

**RTM 140 - Human Resources Management  (2  Weeks)  -**  Managing retail staff, including recruitment, training, performance evaluation, motivation, and employee relations.

**RTM 145 - Technology in Retail  (2  Weeks)  -**  Exploring the use of technology in retail, such as point-of-sale systems, e-commerce platforms, customer relationship management (CRM) software, and data analytics.

**RTM 150 - Retail Trends and Challenges  (2  Weeks)  -**  Examining current trends in the retail industry, such as e-commerce growth, changing consumer behavior, and the impact of technology, as well as addressing challenges like competition and economic fluctuations.