

Retail management

W. P. Carey Career Management and Employer Engagement: Business degree fast facts

Simplicity is the end result of retail done right — and retail done right requires a particular professional, with a particular skill set. Developed in partnership with industry leaders, the 100% online business degree in retail management prepares you for a dynamic career at the helm of any retail organization's local, regional, national, or international operations. Students will learn to reduce complexity, create gratifying buying experiences, and provide superior customer service to consumers worldwide.

According to the Bureau of Labor Statistics, retail is one of the top three domestic industries for future employment opportunities — poised to exceed 16 million domestic jobs through 2022. Average starting salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the range of \$40,000 to \$60,000 for W. P. Carey graduates.¹

Pursue diverse career opportunities

- Business manager
- Food service manager
- General manager/operations manager
- Management analyst
- Market development manager
- Merchandise planning manager
- Operations specialist
- Purchasing/buying manager
- Retail buyer
- Sales manager
- Store planning project manager
- Training and development manager
- Visual merchandiser
- Wholesale and manufacturing representative

Map your future in retail management

Retail buyer

Develop and execute merchandising strategies that maximize sales, margin, inventory turnover, visual presentation, and customer satisfaction. Drive initial implementation and daily execution for planning, analyzing, forecasting, and distribution of merchandise while adhering to company and divisional strategies.

Merchandise planning manager

Build, forecast, manage, and conduct weekly/monthly review of category financial plans through historical, seasonal, and current trend analysis. Manage a replenishment buyer/allocator team to ensure consistent execution against merchandise plans. Approve planogram purchase orders.

Market development manager

Responsible for the development and marketing of a product through the product life cycle using a combination of marketing, sales enablement, and technical and financial acumen to maintain or increase sales and profit margins. Use strategic analysis and market research to understand the needs of customers or to improve the existing product portfolio.

Utilize marketing research to complete in-depth analysis of competitor strengths and weaknesses. Develop strategies to gain profitable market share. Create marketing strategies and key

messaging for product portfolio or market segment. After careful analysis, assist in pricing of products to meet organizational profitability goals.

Visual merchandiser

Leverage creativity, imagination, passion for fashion, and knowledge of latest trends. Organize, supervise, and check the product in every section of the store. Check and monitor section sale forecasts, monitor the forecast, know the reports, and propose action plans. Share product improvement comments and ideas with store director/subdirector.

Store planning project manager

Creatively implement merchant strategies that align with field needs, and translate this information into brand placement in each store location. Produce store designs that meet both merchandising and field requirements, while addressing the needs of customers. Utilize space productivity data and facilitate inventory in a computerized system. These individuals are heavily involved in the planning and execution for special projects and new stores, in addition to retrofits.

Add value to your degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

National Retail Federation (NRF)

nrf.com

NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants, and internet retailers from the U.S. and more than 45 countries.

Retail Industry Leaders Association (RILA)

rila.org

RILA is an American trade association promoting consumer choice and economic freedom through public policy and industry operational excellence.

Contact

Visit asu.joinhandshake.com/appointments to schedule an appointment with your career coach.

¹ National Association of Colleges and Employers Salary Survey