Certified Retail Analyst Course Descriptions

Retail Supply Chain & Replenishment: Students will learn a broad overview of supply chain fundamentals, terminology and replenishment concepts as well as Retail Link applications including CPFR, Scorecards, and MABD applications.

Retail Link Data Management: Students will navigate, comprehend and leverage Wal-Mart's Retail Link system to solve relevant business problems. Students will solve retail formulas using Excel, design weekly report templates, and pull Retail Link data in multiple orientations.

Retail Tools Integration: Students will integrate MS Access and MS Excel to create and maintain a retail database and automate spreadsheets using recorded Excel macros and Visual Basic for Applications (VBA) Macros.

Retail Strategic Analysis: Students will expand upon baseline analytical techniques taught in the first three classes and learn additional facets of analysis: consumer insights, supply chain, pricing and demand elasticity, competitive environment, store tests, and investment analysis. Students will develop skills to present analysis clearly and effectively.

Retail Analytical Techniques: Students will learn to analyze large amounts of data, understand brand and/or category item drivers using the "Velocity/Pricing/Distribution" model, identify regional and seasonal consumer influences and outside data sources that drive item velocity, and present/defend strategic fact-based discoveries to affect category, unit sales, gross margin, and GMROII.

Retail Internship: Students may have the opportunity to participate in an optional internship with a Consumer Goods Packaging company in Northwest Arkansas. Internships are **NOT** guaranteed and are based upon availability, may be paid or unpaid and no class credit is given for internships. If internships are available, the information will be sent to the students in Class 5, Retail Analytical Techniques, and applying for the internship and all details regarding the internship will be handled between the employer and the intern with no interference from NWACC.