NWACC
CORPORATE LEARNING

Certified Retail Analyst Core Class Schedule

Class #	Class	Class information	Cost
Required Core Program Classes			
1	Retail Supply Chain & Replenishment	16 weeks, 1 night/week	$505
2	Retail Link Data Management	16 weeks, 1 night/week	$505
3	Retail Tools Integration	16 weeks, 1 night/week	$505
4	Retail Strategic Analysis	16 weeks, 1 night/week	$505
5	Retail Analytical Techniques	16 weeks, 1 night/week	$505
6	Retail Internship **(Optional)**	80 hours	

Classes must be taken in this order. No Exceptions.
Classes 1 & 2 may be taken concurrently. Retail Link ID assigned in Class #1
Classes 3 & 4 can be taken concurrently.
Class 5 is taken by itself in the last semester.
Retail Internship optional after class #5

- Internships conducted during normal business hours and are not guaranteed.
- Internships based upon availability and student performance.

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 will have the ability to complete an **optional** 80 hour internship with a Consumer Goods Packaging company in Northwest Arkansas. Internships are conducted during **normal business hours (8:00-5:00/M-F)**. Internships are both paid and nonpaid depending on the company internship policy. Internships are **NOT** guaranteed and are based upon availability and student performance. Internships are available for **current CRA students only** who have completed Class 5, Retail Analytical Techniques.