



RETAIL INDUSTRY FUNDAMENTALS

Learners who earn this certificate will develop basic customer service skills, math skills to conduct sales transactions and an understanding of the retail industry, its impact on the economy and the diverse jobs available. Best practices for interviewing and exploring career paths are also covered.

This course is perfect for someone looking for a first job and/or developing workplace readiness skills.

LEARNING CONCEPTS

These learning concepts offer a general overview of the content areas covered in the Retail Industry Fundamentals curriculum. They are not an exhaustive list of the content or its learning objectives but serve to categorize the curriculum for each module.

■ = new, expanded or enhanced

Welcome to Retail

What is Retail?

Multichannel and Omnichannel Retailing
Distribution Channels and Retail Ownership
The Economic Impact of Retail

The Retail Product Cycle

Product and Service Selection
Product Allocation and Distribution
Selling, Pricing and Customer Service

Customer Service and Sales

Customer Service Skills

Retail Associates and Company Brand
The Customer Loyalty Life Cycle
Retail and Technology

Sales Basics

Connecting with the Customer
Understanding Customer Needs
and Interests
Personalizing Service and Completing
the Sale

Retail Operations

Retail Operations Basics

Inventory, Marketing, Technology & Tools
**Retail Stores, Grocery Stores, Fast Food
Restaurants**
Distribution Centers

Loss Prevention

Internal & External Theft
Operational Errors
Vendor Fraud

Workplace Safety

Common Safety Problems
First Aid
Emergency Situations

Dollars and Sense

Gross Profit vs. Net Profit
Profit Margin
**Operating Expenses vs.
Cost of Goods Sold**

Workplace Readiness

Being Professional

Professional Look and Employability

**Effective Communication
and Accountability**

Technology and Time Management

A Place for You in Retail

RISE Up and the Retail Industry

Entry-Level Retail Jobs: Goals
and Expectations

**Online Job Applications and
Succeeding in Interviews**

REMOVED: The more complex math calculations were moved to the Business of Retail: Operations and Profit, as our industry experts determined it was too advanced for an introductory course.

EXAM BLUEPRINT

The below table provides an overview of the areas (domains) that are most important to be included in the exam and which emphasis is given to each. The domains correspond to knowledge and skills acquired by a learner who has earned the Retail Industry Fundamentals Certificate. These domains have been identified through a job task analysis and validate the necessary tasks needed for someone to succeed within that job role. The listed domains should not be considered an exhaustive list of the content covered in the curriculum.

Retail Industry Fundamentals

Percent of the Exam

Introduction to the Retail Industry	8%
Fundamentals of Retail Operations	48%
Retail Careers	44%

No major modifications were made to the exam blueprint



Kyle Huie Manager, RISE Up Customer Engagement

RISEUp@nrf.com | 202.626.8198