

Education Options for a Booming Career in Retail

Summary: Retail is one of the biggest booming industries across the globe. From numerous retail stores in shopping malls to online ecommerce set-ups, there is plethora of job opportunities in the retail world. A successful and rewarding career in retail is not rocket science. However, every career demands hard work and determination. The retail industry is expected to grow in coming years, offering endless job opportunities to people across the world. Therefore, it is important to look for the right career path and bag a job in this promising industry.



Many leading reputed institutes across the globe have recognized the importance of skilled professionals in the retail industry and have started offering various courses in retail management. Students interested in pursuing their careers in this field can opt for training programs and courses that can enhance your skills and brush up your personality for this industry. These courses can be opted for at under graduate or post graduate level.

To start an entry level job in this industry, you ideally need a higher secondary certification and a bachelor's degree in marketing preferably. However, if you want to join the industry at a higher level for example a retail manager, you can opt for a post graduate course in retail management. The syllabus or the curriculum of retail management courses is very extensive and includes detailed information on topics like retail supply chain, finance management, accounting in retail, marketing, business communication, customer behavior, sales promotion, etc.

The maximum duration of a management course in retail is two years. You can also take



certification programs that are for a shorter duration. Many large retail organizations also offer management training programs to employees with structured training classes. These courses include topics like sales and marketing techniques, product and services training, loss prevention, etc.

Apart from the entry level position of salesperson, all retail outlets need retail managers, inventory manager, shopping operational manager, floor manager and personnel for customer service. Large organizations also hire employees in human resources, finance, and admin and technology departments. Whether you are already working as a sales professional in the retail industry or planning to make a successful career in this field, you can always opt for a retail management course and enhance your profile.

Many top institutes also offer campus placements to students in leading retail chains. Once you have achieved the relevant degree/qualification for the retail industry, you can look forward to a blossoming career. All you need is appropriate planning, excellent communication skills, quick decision making skills and ability to resolve issues instantly. So, go ahead and prepare yourself to crack those books and enhance your retail knowledge.