



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

October 2 - 4, 2017
March 26 - 28, 2018

Retail Marketing Fundamentals: Strategies for Winning in an Omnichannel World

Understand the key areas for retail success, and discover how some of the world's greatest retailers leverage these areas to win.

Our Participants Say About SEEC Programs:

"I valued the combination of theory and hands on application of the strategies provided to us."

Jacqueline McAskill, Product Manager
LCBO

"The course is well structured with enough material to provide in depth knowledge as well as methods to apply the material taught."

Sharma Munish, Process Improvement Manager
Loblaws Companies Ltd.

"This course will truly help improve the way I manage my team in the future."

Karen Leung, Operations Manager
Shoppers Drug Mart

"Great content-presented in an easy to understand format with enough challenges/activities to help really bring the message home."

Ron Kornblum, Director
Walmart

SEEC Moments of Insight include:

Understanding "The Experience Economy" and uncovering and addressing gaps between service expectations and delivery.

How employees can build (or destroy) a retail brand, and how to hire to organizational values and culture.

How atmospherics can drive instore sales and when to be consistently on-brand versus when to be effectively local.



Register Today / Complete Details

seec.online/11499



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Retail Marketing Fundamentals: Strategies for Winning in an Omnichannel World

Develops
your ability to
make strategic
recommendations
for omnichannel
success

The path to retail success can feel like the shifting sands.

That's because retail landscape continues to evolve, and **so do consumer expectations of how they should be able to buy and what a retailer needs to do to earn their business.** This program has been designed to help participants understand both the **time tested fundamentals of successful retail and how retail needs to evolve** to meet the needs of tomorrow's consumers. Participants will leave the program with a **firm understanding of retail fundamentals and how a retailer can succeed in an omnichannel world**, which can be immediately applied to their own businesses.

Participants will learn...

1. The different **types of retail structures and strategies** that exist
2. How to **identify and understand your retail consumer**
3. The **essential elements of a retail brand**
4. How effective product selection can **optimize your ROI**
5. How **pricing and promotion** can be used effectively
6. How your retail employees can be your **competitive advantage**
7. How to **win on customer experience**
8. How to use a **convenience strategy** effectively
9. How to **optimize store/site layout and design**
10. How to foster **customer loyalty and retention**

Who Should Attend

This program is designed for anyone wishing to understand the key elements of establishing and running a successful retail enterprise.

- Brand / Marketing Managers of retail driven organizations
- Business Owners who wish to operate a best-in-class retail operation.
- Agency personnel (Account Managers, Client Directors, etc.) who want to understand the critical components of a successful retail operation in order to better serve retail clients

Program Features: Real world case studies and simulations will be used to bring academic theory to life, so participants will be able to immediately take what they learn and use it to improve their own retail organizations.

Overview of Learning

An Overview: Retail Structures and Strategies

- The primary strategies top retailers use to win
- Retailing in an omnichannel world
- Nontraditional retail structures, and when they can be used effectively
- The key retail metrics to understand

Identifying & Understanding Your Retail Consumer

- Leveraging data to understand your consumer and their needs
- Using "Moments of Truth" to reach and influence your audience

The Essential Elements of a Retail Brand

- The three factors that lead to strong brand equity in retail (and the one that's most important)
- Brand Identity versus Brand Image, and how to ensure they are aligned
- Dealing with Detractors: how brands can capitalize on "haters"

The Art & Science of Category Management

- The principles of effective category management
- How to determine your optimal product mix
- How private label can play a role in your retail strategy

Pricing & Promotion

- How to determine your optimal pricing strategy
- How retail prices impact your store's image

Continues online

Dates & Locations:

October 2 - 4, 2017
Executive Learning Centre

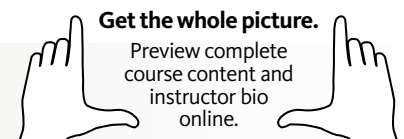
March 26 - 28, 2018
Miles S. Nadal Management Centre

Registration Fee:

\$2,950 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change



Complete Details / Register Today

<http://seec.online/11499>

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