

Retail Manager Teacher Tips

'Tis the season for lots of shopping! The holiday months are when many retailers hit pay dirt as "Santa's helpers" stock up on gifts for friends and family. According to the U.S. Department of Commerce, retail sales between the months of November 2017 and January 2018 topped \$1.05 trillion dollars. That adds up to lots of opportunity for the managers and sales clerks who keep all kinds of retail stores running smoothly all year long.



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DISCUSS

Open the discussion by asking students about their holiday shopping plans. What are their favorite stores? Where are they finding the best bargains? Transition to discuss the careers involved in operating stores of all types and sizes.

READ

Students can read about retail store managers together as a class or silently on their own.

CHALLENGE #1: If You Had This Career...

Several queries prompt students to get up close and personal with essential information about this career option. As they work through each question, remind students to relate this information to their own attributes, interests, and aspirations. Online research tools include:

- Using Google (or another approved Internet search engine) to make specific queries like “what kind of training does a retail manager need” or “what is the typical salary for a retail manager.”
- Visiting career information websites like www.getmyfuture.org or www.mynextmove.org. Both of these websites are sponsored by the U.S. Department of Labor.
- If available, tapping into your school’s career development software platform (such as Career Cruising) or your state’s career and college information system (such as www.CFNC.org).

CHALLENGE #2: FZ | FS]

Students are asked to map out their ultimate "shop til you drop" shopping spree. Their maps should include lists of favorite stores along with two qualifiers: the products they'd look for in each shop AND the reason why they like to shop in each shop. The latter query is meant to get them thinking about customer service and branding aspects that appeal to their shopping sensibilities.

EXTEND THE DISCUSSION

Use this career option as a way to open up discussion about other careers related to the supply chain involved in getting products from idea to retail store. Start with the production of raw materials and take it from there.

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