NWACC
CORPORATE LEARNING

COURSES FOR
RETAIL PROFESSIONALS
Call 479-936-5175 to enroll for any of these courses

XMRK 5011: Advanced Analysis with MS Office
2.4 CEUs 24 hrs. $1,000
Course participants will find ways to improve productivity and efficiency in the Microsoft office suite of programs (Excel, Access, Word, PowerPoint, and MapPoint). Data feeds from the Internet and MS Access will also be reviewed, to explore new ways of turning data into actionable analysis and insights. This course is for any working professional who wishes to work smarter, not harder and may be asked to produce more with fewer resources. No textbook required.
Oct 21 –Dec 18, 2009; W F 11:30 am – 1:00 pm
Jan 26 – Mar 18, 2010; T R 7:30 – 9:00AM
SCWT C210

XMRK 5012: Using Access with Decision Support Systems
2.4 CEUs 24 hrs $1,000
This course will help the participants maneuver through Access in order to move data from the Decision Support System and into report-friendly formats. This course is for anyone who needs to turn stacks of data into readable, accurate reports for a variety of users – and desires to do so in a matter of minutes. At the end of this course, the student will have a functioning database; will have unlocked the mysteries of Access, and all without learning programming.
Oct 20– Dec 17, 2009; T R 7:30 – 9:00 am
Jan 27 –Mar 19, 2010; W F 11:30am – 1:00pm
SCWT C205

XRTL 8001: Category Management Course
4.0 CEUs 45 Hrs. $1,500
The course participant will gain insight into the latest information and philosophies on Category Management. Developed by leading Category Management professionals from companies including Kimberly Clark, SC Johnson, Johnson & Johnson, Coca-Cola, and Wal-Mart. The course will provide in-depth perspectives of retailer expectations in the Category Management role with internal and external Clients
Jan 5 –Apr 13, 2010; T 6:00 - 9:00 pm
SCWT C107

XRTL 5000: Virtual Merchandising
2.1 CEUs 21hrs. $650 includes Textbook
Course for beginners:
This course will introduce you to JDA's Space Planning (ProSpace) software. You will learn the following..

- One store visit to understand how fixtures work and how products are merchandised
- Setting up Space Planning for efficient work flow
- Editing & creating projects, planograms, fixtures, products, positions, print layouts, labels, text boxes, shapes & libraries
- Making multiple changes quickly
- Using tables for reporting & data manipulation
- Error detection & correction
- Submitting your product dimensions & planograms to Walmart
- Product imaging

Jan 6 – Feb 17, 2010 W 6:00 – 9:00 pm
SCWT C210

XRTL 5000: Virtual Merchandising
1.5 CEUs 15 Hrs $600
Course for advanced users:
This course will teach the Space Planning (ProSpace) user to use the analytical features of the software. You will Learn the following….

- Building you POS database from Retail Link
- Importing POS data into you project
- Edit & create reports & Charts for space to sales analysis & assortment analysis
    - At the brand, manufacture, Walmart fineline & subcategory level
    - Highlighting positions based on performance
    - Using inventory Model to automatically adjust facings
    - Analytical position labels
    - Building a print template (layout) for your presentation on analytics

Feb 24 – Mar 24, 2010 W 6:00 – 9:00 pm
SWCT C210

MARKETING ANALYST PROGRAM
SPRING 2010
Call 479-936-5175 to enroll

NWACC, in conjunction with the local retail industry, has customized a program to provide focused preparation for retail analyst positions. Many fortune 500 companies moving to Northwest Arkansas are hiring analysts who can combine advanced computer skills with an understanding of today's retail business. Local industry experts, emphasizing practical business case studies, will teach you the skills you need to succeed. This program is designed to prepare individuals for a dynamic career as a retail analyst. In order to complete the criteria for certification, a grade of "C" is required in the following courses:

- Practical Retailing Solutions-First Semester
- Data Analysis with Excel (Includes Retail link)
- Communication Skills
- Retail Fundamentals
- Data Analysis with Access
- Merchandising & Data Analysis

Courses are offered during the fall, spring, and summer sessions and are taught by expert instructors in the retail industry. This expertise enables each student to obtain practical information and skills that are strongly desired in the retail analyst field. Prospective students must meet the following admission requirements. Not meeting all the following criteria will prohibit registration for students.

- Provide an official copy of a high school or college transcript or diploma, showing that you have passed College Algebra and English Comp I.
- Provide a valid e-mail address.
- Meet with James Thulin, Retail Programs Coordinator (936-5107) to discuss the program and make sure the MAP program meets your needs.
- Must complete a computer skills test in Microsoft Office 2007 Excel, PowerPoint, Access and 'File Management' prior to registration.

XMRK 5007: Practical Retailing Solutions
1.2 CEUs 12 hrs. $140

A Prerequisite for all five other classes, this class provides student with brief projects that provide understanding of the role of a marketing analyst and gives them hands-on experience in retail projects. Topics include:

- Introduction to Retail Link
- History of Retailing
- Understanding an analyst's role
- Category data analysis and assessment
- Item and shelf placement
- Defending and presenting category recommendations

Nov 30, Dec 7,14,21,2009 M 6:00-9:00 pm SCWT B102

XMRK 5001: Communication Skills
4.5 CEUs 45 hrs. $505

Prerequisite: Practical Retailing Solutions. Provides soft skills and knowledge that will increase critical communication effectiveness in the retail environment. Focuses on:

- Skills associated with conveying information and ideas
- Improving interpersonal skills
- Influencing others
- Projecting a positive, professional image
- Resume and interview skills

Jan 6 – Apr 21 2010; W 6:00-9:00 pm SCWT A201

XMRK 5004: Retail Fundamentals
4.5 CEUs 45 hrs. $505

Prerequisite: Practical Retailing Solutions. Introduction to the fundamentals of retail merchandising including merchandising and financial concepts. Topics include:

- Assortment management
- Wal-Mart company culture
- Merchandise mix and pricing
- Supply chain channels
- Promotional decisions
- Store and modular layout
- Retail finance
- Retailing strategies
- Understanding the customer

Jan 4 – Apr 19, 2010; M 6:00-9:00 pm SCWT A201

XMRK 5002: Data Analysis with Excel
4.5 CEUs 45 hrs. $505

Prerequisites: Practical Retailing Solutions. Excel spreadsheet training with exercises and case studies to prepare students to analyze Excel data. Emphasis on:

- Effectively presenting data in charts, graphs, and pivot tables
- Review of Excel including pivot tables, V Look-ups, formulas, and functions
- Practical applications and an introduction to data analysis using Excel

Jan 5 – Apr 20, 2010; T 6:00-9:00 pm SCWT C205
Jan 7 – Apr 22, 2010; R 6:00-9:00 pm SCWT C205

XMRK 5003: Data Analysis with Access
4.5 CEUs 45 hrs. $505

Prerequisites: Practical Retail Solutions and Data Analysis with Excel. Access training through hands-on practice with classroom examples and homework assignments. Participants will:

- Design realistic marketing analyst presentations using Access queries, reports, and charts
- Review of Access designing databases, reports and forms, creating and modifying queries, importing and exporting data, integrating Excel

Jan 5 – Apr 20, 2010; T 6:00-9:00 pm SCWT C206
Jan 6 – Apr 21, 2010 W 6:00-9:00 pm SCWT C205

XMRK 5005: Merchandising and Data Analysis
4.5 CEUs 45 hrs. $505

Prerequisites: Practical Retailing Solutions, Data Analysis with Excel and Retail Fundamentals. Participants learn how to solve problems, analyze retail data, and make recommendations - a combination of concepts and their use through:

- A variety of assignments, study, testing, application, and case studies of areas relevant to retail analysis
- Current events relevant to merchandising
- Market research, problem solving techniques, time series analysis, correlative relationships, sales forecasting, and marketing/post promotional analysis.

Jan 7 –Apr 22, 2010; R 6:00-9:00 pm SCWT A201