

WHY CHOOSE LEVEL 1/2 VOCATIONAL AWARD IN RETAIL BUSINESS?



Do you thrive in a fast-paced environment? Do you dream of starting your own business one day? From marketing and merchandising to good customer service - are you fascinated by the world of retail business and eager to discover how it all works?

If so, it's time to uncover your potential - find out more about this exciting qualification today!

WHAT WILL I STUDY?

This qualification is made up of 3 units:

Unit 1: The business of retail

You will:

- Be introduced to the business of retail and will explore the dynamic and competitive nature of the retail industry.
- Gain knowledge and understanding of different types of retail business and retail activity, as well as the impact of external factors on the industry e.g. growth in sustainability.

Unit 2: Customer service for retail business

- Develop your knowledge and understanding of the principles of customer service for retail business and have the opportunity to investigate the customer service experience across a retail organisation selected by you.

Unit 3: Merchandising and marketing of retail products

- Be introduced to the importance of visual merchandising and marketing retail products, and how retail businesses use visual merchandising and marketing to achieve their aims.
- Apply your knowledge and understanding to design visual merchandising installations and promotional materials.
- All three units will consider retailing in physical stores and online retailing.

HOW WILL I BE ASSESSED?

You will be assessed through a mixture of exams and project work. Unit 1 will be assessed through an exam, which is worth 40% of your qualification. The exam will last 1 hour and 30 minutes and will be made up of multiple-choice questions, and short and extended answers.

Unit 2 will involve project work, where you will investigate the customer service of a selected retail business. This is worth 30% of your qualification, and will take 6 hours to complete.

For Unit 3, you will design visual merchandising and marketing materials in response to a given brief. This will take place over 8 hours, and will be worth 30% of your qualification.

WHAT SKILLS WILL I DEVELOP?

You will develop a range of skills which are attractive to employers, colleges and universities including:

- Communication
- Critical thinking
- Learning independently
- Research
- Taking on responsibility
- Time management.

CAREERS WITH RETAIL BUSINESS?

Retail Business will give you good IT knowledge, great analytical skills, and excellent problem-solving skills. This means that when it comes to potential careers, there will be lots of choice. Specific retail business careers include:

- Content writer
- Customer service representative
- E-commerce web developer
- Logistics
- Marketing assistant
- Marketing management
- Retail buyer
- Retail management
- Sales associate
- Social media
- Team leader
- Visual merchandiser

FIND OUT MORE:

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