

Retail Information Technology

Target Audience

This program is designed for individuals who need a familiarity with retail information technology and wish to understand how it can be applied to a retail business to improve performance.

It is ideal for:

- Technology hardware and software vendors that target the retail market.
- Business executives within retail companies that wish to extend their knowledge of IT and its benefits.
- New hires into retailing

Objectives of the Program

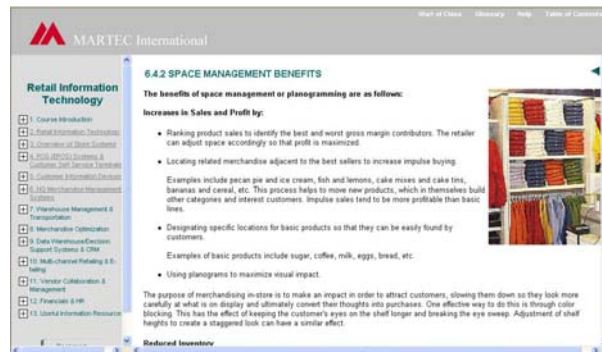
This course provides a detailed understanding of the use of technology in the retail industry. For vendors, this enables more effective sales and marketing. For retailers, it ensures a better understanding of how IT is used in the business and allows for a more informed working relationship with IT colleagues.

By the end of the course, students will be able to do the following:

- Describe the application of retail information technology across all components of a retailer's business.
- Explain the business benefits that each technology can deliver.

The Solution

Retail Information Technology is a self-paced web-based training program. All the student needs to run the program is access to a PC and a web browser. The program is hosted on Martec's web site and offered at a one-time fee of \$680 (£410 and €485) per student. Upon payment, an account number and password are issued, which are valid for three months. The program takes 8 to 10 hours to study depending on the student and their diligence. We recommend that students study no more than thirty minutes a session to maximize their learning retention. Within the purchased period, students can re-visit the material as often as they wish. Other options apply for longer access periods and details can be provided on request.



The program can also be installed on an internal server for repeated use by an unlimited number of users. Quotations can be supplied on request.



The program includes a variety of interest generating features and pre- and post-mastery tests for each lesson. The student sees his or her own test scores immediately. As an option, we can supply company management with the student's test scores so that progress can be tracked.



A demonstration lesson is available free of charge from Martec's home page at www.martec-international.com. This class is also available via the US National Retail Federation's NRF University *wired*.

Program Contents

Lesson Title:

<p>1 Course Introduction</p> <ul style="list-style-type: none"> • How to use this Course 	<p>7 Warehouse Management & Transportation</p> <ul style="list-style-type: none"> • Warehouse Management & Transportation Pre-test • Warehouse Management Systems • Industry Standards • Warehouse Management & Transportation Mastery Test
<p>2 Retail Information Technology</p> <ul style="list-style-type: none"> • Retail Information Technology Pre-test • Introduction to Retail Information Technology • Overview of Key Applications • Retail Information Technology Mastery Test 	<p>8 Merchandise Optimization</p> <ul style="list-style-type: none"> • Merchandise Optimization Pre-test • Merchandise Optimization • Merchandise Optimization tools • Merchandise Optimization Mastery Test
<p>3 Overview of Store Systems</p> <ul style="list-style-type: none"> • Overview of Store Systems Pre-test • Retail Store Technology • Back Office Systems • Overview of Store Systems Mastery Test 	<p>9 Data Warehouse/Decision Support Systems and CRM</p> <ul style="list-style-type: none"> • Data Warehouse/Decision Support Systems and CRM Pre-test • Data Warehousing • Customer Relationship Management • Data Warehouse/Decision Support Systems Mastery Test
<p>4 POS (EPOS) Systems and Customer Self Service Terminals</p> <ul style="list-style-type: none"> • POS (EPOS) Systems and Customer Self Service Terminals Pre-test • POS (EPOS) Configurations • Self-Scanning • Industry Standards • POS (EPOS) Systems and Customer Self Service Terminals Mastery Test 	<p>10 Multi-channel Retailing and E-tailing</p> <ul style="list-style-type: none"> • Multi-channel Retailing and E-tailing Pre-test • Multi-channel Retailing and E-tailing • Multi-channel Retailing and E-tailing Mastery Test
<p>5 Customer Information Devices</p> <ul style="list-style-type: none"> • Customer Information Devices Pre-test • Electronic Shelf Edge Labels • Kiosks • Mobile Carts • Wireless PDA devices • Customer Information Devices Mastery Test 	<p>11 Vendor Collaboration & Management</p> <ul style="list-style-type: none"> • Vendor Collaboration & Management Pre-test • Vendor Collaboration • Industry Standards • Vendor Collaboration & Management Mastery test
<p>6 HQ Merchandise Management Systems</p> <ul style="list-style-type: none"> • HQ Merchandise Management Systems Pre-test • Merchandise Management Systems • Category Management Systems • Space Management • Industry Standards • HQ Merchandise Management Systems Mastery Test 	<p>12 Financials & HR</p> <ul style="list-style-type: none"> • Financials & HR Pre-test • Finance Management Systems • Human Resource Systems • Industry Standards • Financials & HR Mastery Test

Order Form – Introduction to Retail Technology E-Learning Course

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