



Whitman
SCHOOL *of* MANAGEMENT
SYRACUSE UNIVERSITY

Retail Management

RETAIL MANAGEMENT

The landscape of retail management is continuously evolving and the need for retail management professionals has never been greater. With domestic and global retail marketplace changes and advances in technology, there are a multitude of options for consumers to receive goods and services without ever leaving their home.

The retail management undergraduate program is part of the Department of Marketing in the Whitman School of Management at Syracuse University, and prepares students to become retail management professionals with the ability to think outside the box, and develop excellent decision and problem solving skills.

PROFESSIONAL OPPORTUNITIES

The unique retail management major at Whitman is designed to prepare students for careers as buyers, store managers, product developers, and sales/marketing representatives. Students receive a tailored curriculum to ensure they are ready to enter the rigorous field of retail management. The major has a long history at Syracuse University and has been the starting point for the careers of numerous highly respected retail executives.

Above all, the program instills in students a passion for implementing best practices for multiple career opportunities within the retail management field, preparing them to become business leaders in their chosen area. Most students enter the retailing arena in one of three areas: assistant buyers/planners; assistant store managers; or assistant product developers.



Chad Prior '02 BS
Store manager, Kohl's

“The Retail Management program in the Whitman School exposed me to top retail companies in the nation. Through the career fair and with the support and guidance of the faculty, I was given the opportunity to participate in summer internships at major retailers Macy's and JC Penney's. By the end of my senior year, I had already received a job offer from the up-and-coming retailer, Kohl's Department stores.

“During my eight year career with Kohl's Department stores, the company has expanded from 400 stores to more than 1,000 coast-to-coast. I have held executive roles in six different locations and am currently the store manager of the Kohl's in Ridgefield, Conn. My job allows me to run my own multi-million dollar business, using the academic tools and real-life opportunities I learned during my undergraduate experience at Whitman. The retail management program and faculty guided me to finding a company that provides unlimited growth potential and a long and rewarding career.”

MAJORING IN RETAIL MANAGEMENT

The undergraduate retail management program provides students with a well-rounded, balanced education in management, including a strong theoretical education in retail and practical experience in the field. Whitman retail management majors develop special expertise in analyzing retail markets, gain a thorough understanding of the evolution of the domestic and global retail marketplace, and learn the integral connections that occur at every link in the supply chain—from manufacturing and distribution channels to the ultimate consumer.

In addition to classroom learning, great emphasis is placed on the benefits of gaining practical experience in the retail field. Many students have already accumulated some experience in retail during high school or summer breaks. The program builds on those past experiences during a required internship program. The supervised 8–10 week retail internship is required between junior and senior years and culminates in the students preparing a written business analysis for the organization they have worked with and an oral presentation to a group of industry executives and faculty members upon their return to campus in the fall of their senior year.

During this internship experience, a faculty member visits over 90% of the students in the field to check on their progress and solidify the relationship between the school and the organization.

List of internship placements:



Bari Draznin Huber '05 BS
Account executive, Lucky Brand Footwear,
Camuto Group

“My career in retail started out as a summer intern in the Bloomingdales buying program, an internship the Whitman School helped me obtain. Upon graduation, I was hired full-time into that program and ultimately became a senior assistant buyer in women’s shoes. I spent more than three years at Bloomingdales before I was recruited by the Camuto Group, a women’s footwear design, manufacturing, and wholesale company that acquires the licensing rights to great brands, including Jessica Simpson, Tory Burch, and BCBG Max Azria, among many others.

My first job there was to work on the design team for Theory Footwear. I was subsequently promoted to account executive for all major accounts to launch the Lucky Brand Footwear Division where I am currently growing the brand name at all major department stores across the country. My experience at SU prepared me for this career, from the very first courses with Professors Cushman and Nicholson.”

UNDERGRADUATE CURRICULUM

All retail majors are required to take the core courses at the Whitman School giving them a solid foundation in business practices, including classes in accounting, finance, marketing, supply chain and entrepreneurship. Specific courses for the retail major are listed below:

Required Retail Courses:

- >> Retailing Fundamentals
- >> Sales & Strategic Partnerships
- >> Buying & Planning
- >> Supervised Internship (& Professional Practice preparation)

Elective Courses:

- >> Product Development for Retail
- >> Visual Merchandising & Store Planning
- >> Electronic Retailing & Marketing

Many students in Whitman choose to double major. Adding a second major does not extend the traditional 4-year program, but often increases the breadth of possibilities for students in their eventual career path.

Many retail management majors elect to double major in marketing. Adding marketing as a second major opens up opportunities on the vendor side of the industry, working with product promotion and packaging. However, all the majors in Whitman are highly complementary to the retail management major and help students to enhance their understanding of the business world.



Erin Wilson '06
Associate planner, Macy's

“Since graduating from SU, I have held several positions with Macy’s merchandising organization on both, the east and west coasts. I credit the retail program and the faculty in the Whitman School—they gave me the foundation and competitive edge necessary to succeed at Macy’s. At its core, the retail program focuses on building the strategic thinking and leadership skills needed to work towards exceeding the goals and objectives of any organization. It is these skills and competencies that have allowed me to better excel in my current role as the associate planner of multicultural merchandising and vendor development, reporting directly to the group vice president.”

CAREER PLACEMENT INFORMATION

Students are encouraged to gain industry experience throughout the four years at Whitman, but are required to complete a supervised internship during the summer between their junior and senior years. Prior to this experience, the one-credit Professional Practice class helps them polish their resume, prepare for interviews, meet with numerous recruiters representing most of the most well regarded retail organizations and thereby gain an approved internship at one of the numerous retail companies with which we partner.

Students also enjoy support and guidance from the program's high-profile retail advisory board members including senior executives from Macy's, Bloomingdale's, Ross Stores, Kohl's, TJX, Apple, Lord & Taylor, and New York & Company. Many of the board members were students at Syracuse University themselves. The faculty meet with the board at least once a year to gain valuable insight that helps direct the course offerings to best assist the students in their preparations for future careers. The networking connections students make during and after their Whitman education is extensive.

The top five recruiters of retail management majors at Whitman are: **Macy's, Bloomingdales, Kohl's, Ross Stores, TJX Companies, and JCPenney.**



Melanie Heyman '06
Senior sales executive, Google

“The retail management program was the main reason I decided to brave the snow and stay at SU. The classes were incredibly interesting and well taught from experienced industry professionals and it was evident that the professors genuinely cared about their student's futures. Their goal was for students to succeed, and they did anything and everything in their power to help their students find a rewarding career that was perfect for the individual.

Years later, I am still in touch with my retail professors and I attribute my success in the marketing and advertising industry to SU's comprehensive retail program. I absolutely loved being in the retail management program at SU.”

RETAIL MANAGEMENT AND STUDENT CLUBS

Syracuse University SIFE (Students in Free Enterprise)

SIFE is a global non-profit organization that helps students develop communication skills through learning, practicing, and teaching the principles of free enterprise on their campuses, in their communities, and beyond. SIFE's mission is 'A head for business, a heart for the world'. Syracuse University's SIFE team is based in the Whitman School and within the retail management program, housed in the marketing department. Many of the retail majors belong to SIFE working on projects such as Team Guatemala and Retail Therapy.

SU-SIFE was started in 2005 and won 2nd place in 2010 at the National competition in Minneapolis out of 584 competing teams from universities and colleges across the nation.

American Marketing Association

The AMA is an international professional body, consisting of students and industry representatives whose purpose is to promote interest in the practice and study of marketing. The organization, through its activities, strives for the professional development of its members and for the application of science and ethics in the marketing discipline.

Students Build Threads of Hope

Members of the Students in Free Enterprise (SIFE) organization in the Whitman School traveled to Chumanzana, Guatemala, to help build and create a successful thread supply store. Called 'Threads of Hope,' the project hopes to create sustainable incomes for Chumanzana women, who supplement the community's primary industry of agriculture with weaving.

The new local store will cut time and travel expenses for the women weavers. It used to take half a day to travel to Guatemala City to purchase the thread needed for their weaving products. With Threads of Hope, the women have their supplies right in their own community. The SIFE team worked with the local women to develop sound business strategies, educating them about retail principles, store ownership, and empowering them to run the local store independently.

The SIFE members continue to work with the women remotely on a weekly basis to assist with the store's progress. The ambitious group of women who made this all possible, La Asociación de Mujeres Chiguilá, consists of eight local Chumanzana women who are determined to provide a better life for their children through business ideas related to weaving. In addition to the 950 weavers in Chumanzana, the store will serve the 23,000 other weavers within a four-mile radius of the community, generating greater potential for profit.



RETAIL MANAGEMENT FACULTY



Linda Cushman
PhD, University of Tennessee
Associate Professor of Retail Management

Research Interests

Linda Cushman conducts research that examines the needs of retail industry employers. Her research focuses on employee satisfaction and retention as well as preparing new college graduates for success in the industry. Is the author of two texts used in the field of higher education for retail majors and her work appears in journals such as the *Journal of Fashion Marketing and Management*, *Customer Relationship Management*, and *Journal of Shopping Center Research*. She serves on the editorial boards of two major journals.



Amanda Nicholson
MS, Syracuse University
Assistant Professor of Retail Management

Research Interests

Amanda Nicholson spent 20 years in the retail management field before entering higher education. She began her career with Marks & Spencer in London and then moved to Chicago where she worked as a vice president of two apparel merchandise divisions. Her research interests include the preparation of students with appropriate skills for industry, developing student leadership skills, and the recruitment strategies for undergraduate students.



Ray Wimer
MA, MS, Syracuse University
Assistant Professor of Retail Management

Research Interests

Professor Wimer's research interests include the role of personality type in selling, the strategic history of various types of retail organizations, and electronic initiatives in the publishing industry. He brings to his research a professional background in the retail industry, having held marketing and human resource management positions with Borders Inc.

Advisory Board Members

Michael Balmuth
CEO, Ross Stores

Katie Boscoe
Senior Vice President & Territory Manager
Kohl's Department Stores

Richard Crystal
President & CEO, New York & Company

Abbey Doneger
Henry Doneger Associates Inc.

Ron Frasch
President & Chief Merchandising Officer, Saks

Jonathan Greller '92 BS
Senior Vice President, GMM, Lord & Taylor

Henry Grethel '54 BS
HG Design International

S. Henrietta Jones Pellegrini '84 BS
Former Senior Vice President, Retail, Donna Karan

Gene Manheim '76 JD
Managing Director, Herbert Mines Associates

Richard Mast '71 BA
Senior Vice President & General Manager
Bloomingdales

Jerry McDougal '91 MBA
Vice President, Apple Computer Inc.

Tim Miner
Senior Vice President Merchandising, TJX Companies

Eric Rothfeld
REI Capital, LLC (former CEO Sun Apparel)

Carol Sapoznik
Vice President, Eastern Operations, Crate & Barrel

Lauren Steinke '89 BS
Product Director, Macy's Merchandising Group

Rick Weinstein '80 BS
Director of Sales & Marketing, Searle

Lynn Zeplowitz '89 BS
Retail Consultant

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