



The Level 4 Higher Apprenticeship in Retail Management is designed to develop senior retail skills and knowledge including leadership, managing the customer experience, marketing and operations. Retail Management Apprentices will work in a variety of job roles including:

- Department Manager
- Deputy Manager
- Sales Manager
- Store Manager / Deputy Store Manager

The Retail Management Higher Apprenticeship Framework gives learners the opportunity to learn and evidence their knowledge and competency within the Level 4 Diploma in Retail Management and the Level 4 Diploma in Retail Knowledge. Combined, these qualifications provide learners with the knowledge, understanding and skills required within retail management.

What are the benefits?

This is a work-based qualification which will enable learners to develop knowledge, understanding and skills essential for working in Retail Management such as knowledge of Internet and e-business, marketing intelligence, managing staff performance and developing successful business teams.

What progression opportunities are available?

This qualification may support employment

into Senior Management positions. Learners can potentially progress onto the Level 5 Higher Apprenticeship in Management.

On completion of the Level 4 Higher Apprenticeship in Retail you will achieve the following qualifications:

Level 4 Diploma in Retail Management
Level 4 Diploma in Retail Knowledge
Essential Skills in Application of Number level 2 *, Communication level 2 * and Digital Literacy level 2*

**If an apprentice has not achieved GCSE A-C in English, Maths or ICT they will be expected to work towards our Essential Skills programme which will develop and demonstrate the learner's ability to use English, Maths and Digital Literacy in work situations.*

Duration of programme is 18 Months.

Course Delivery

Assessment will take place via blended learning and you will be supported by a training officer who has industry experience. You and your training officer will have a session at least once per month, which will include online training sessions or on-site visits for up to 4 hours, we tailor the course to your needs.

If you need to do your essential skills this will be done towards the beginning of your course and can include weekly visits from an essential skills tutor.

The learners must achieve a minimum of 40 credits.



Group A - Mandatory Unit - Level 4

Title	Credit
Manage customer service in retail	10
Retail management skills	10

Group B Optional Level 4 and Level 5 Units

Title	Credit
Using Digital Channels, Platforms and Social Networks to Deliver Marketing Communications - Advertising	7
Support individuals to develop and take responsibility for their performance	4
Graphics in the Retail Environment	6
Address performance problems affecting team members	3
Installing window displays for retail	7
Promote the use of technology within an organisation	6
In-store visual merchandising for successful retail	6
Manage risk in own area of responsibility	4
Design Development, Creativity and Business Development	6
Independent Strategic Retail Management Project	12
Provide leadership and direction for own area of responsibility	5
Project management skills	7
Develop and evaluate operational plans for own area of responsibility	6

Group C Optional Level 3 Units

Title	Credit
Audit stock levels and stock inventories in a retail environment	6
Contribute to the continuous improvement of retail operations within own area of responsibility	10
Organise and monitor the storage of stock in a retail environment	6
Manage the prevention of wastage and loss in a retail environment	11
Help customers to choose specialist products in a retail environment	8
Monitor and maintain health and safety in a retail environment	13
Social Networking Management for a Business	7



Level 4 Diploma in Retail Knowledge

To achieve the level 4 diploma in Retail Knowledge, learners must achieve a minimum of 50 credits. A minimum of 30 credits must be achieved at Level 4 or above, of which 20 credits must come from the Group A Mandatory units and a minimum of 10 credits from the Level 4 Optional units in Group B. The remaining 20 credits can come from Group B and/or C.

Group A Mandatory Units

Title	Credit
Understanding customer service in retail	10
Understanding the retail environment	10

Group B - Level 4 Optional Units

Title	Credit
Intellectual property management	7
Understanding the sourcing environment in retail	12
Understanding buying in retail	4
Understanding retail concepts and outlet design	6
The Internet and E-Business	15
Merchandising for Retail Success	9
Understand project management skills	6
Understanding the management of the installation of window displays for successful retail	4
Marketing Intelligence	15
Understand How to Manage Work Activities to Improve Business Performance	11
Understanding in-store visual merchandising for successful retail	5
Finance for non-finance managers	12
Doing Business Globally	7



Group C - Level 3 and Level 5 Optional units

Title	Credit
Developing Successful Business Teams	5
Understanding how the effectiveness of store operations can be improved	3
Management Decision Making	10
Understanding the management of stock in a retail business	3
Internet Marketing in Business	10
Understanding security and loss prevention in a retail business	3
Leadership in Your Organisation	5
Managing Staff Performance	5
Principles of Social Media within a Business	6
Principles of Management and Leadership	10