

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated September 2024

Career Options for Students in Retail Management?

This program prepares you for a career in a dynamic and evolving sector of the global economy. Don't think for a moment that just because you are a graduate of the Retail program you can only secure roles within the Retail sector. Many of our graduates go on to land positions within all sectors including the financial services (i.e. banks and insurance companies), and all levels of government.

With this major, you will develop a strong foundation in subject areas including buying, merchandising, strategic planning, digital retailing and so much more!¹

**Retail Consumer
Insight**

**Logistics and
Supply Chain**

**Omni-Channel
Retailing**

Digital Advertising

**Sector Studies in
Fashion and Luxury**

**Visualizing Data for
Decisions**

**Store Designing and
Planning**

Franchising

**Corporate
Responsibility**

RET Students Apply to Co-op at End of 1st Year

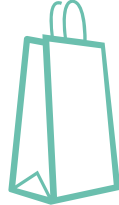
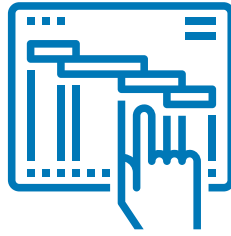
Although a relatively small program compared to other majors, students have enjoyed success in securing meaningful work term positions and graduates of the program achieved a 83% employment rate in 2023. ²

Recent graduates from the Retail Management Co-op program successfully secured roles at:



Potential Career Paths

- Buyer or Planning Manager
- Shopper Insights Analyst
- Social Media Strategist
- Category Manager
- Retail Consultant
- District or Store Manager
- Digital Experience Lead
- Space Planning Specialist
- Business Development Manager
- Visual/Online Merchandiser ³

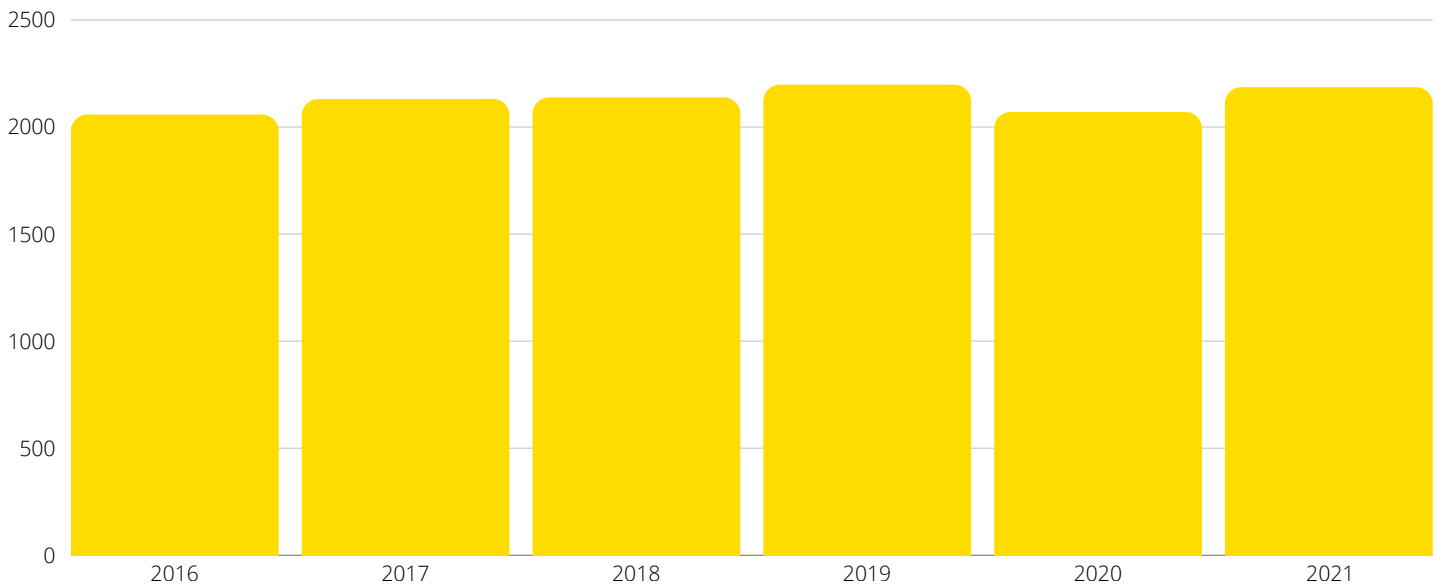


Retail Has Bounced Back

The Retail Industry returned to 2019 employment levels after pandemic challenges in 2020.

Number of employees (in in the retail trade industry in Canada from 2016 to 2021

4



Meet a Retail Alumni

Click [here](#) to watch a video featuring one of our Retail Alumni talking about her experiences in the program!



Companies Hiring Retail Co-op Students

Based on BCH employment data of RET students in the Co-op program, for the period 2017-2021, Staples, Canadian Tire and CIBC top the list of employers who hired the most.²

staples 



CIBC 

COSTCO
WHOLESALE

 **Loblaws**

 **TORONTO
HYDRO**

ORACLE



Ministry of
Children, Community &
Social Services

Retail Management students secured many different types of roles including those in social media, project management, and business services.

The following are actual job titles that students secured.

 Marketing Intern	 Research Assistant
 Social Media Assistant	 Marketing Coordinator
 Small Business Digital Advisor	 Administrative Assistant
 Business Services	 Project Coordinator
 Human Resources Administrator	 Support Technician, Remote Learning

The Retail Industry is Becoming Increasingly Digitized

As highlighted during the COVID-19 pandemic at the beginning 2020, retail is making a big shift to the E-Commerce marketplace as consumers are exposed to a large variety of products in the comfort of their own home. According to Harvard Business Review, the pandemic has made geographic location less relevant when it comes to shopping, as long as the customer is connected to the internet.

This is an important fact to know by both organizations, and those who are looking to break into the field of Retail Management as the role of the retail worker is undergoing a change. According to Shopify, employees must be more like brand ambassadors to customers and contribute to the strategy of the organizations they work for.

With these facts in mind, students who wish to work in retail should gain experience in technology (by enrolling in BCH bootcamps). Developing communication skills allows you to interact with clients and team members in an effective manner, and building critical thinking skills supports you in contributing to the overall strategy and success of your company.^{5 6}

Meet a Ted Rogers Alumni



Assistant Global Merchant
Lululemon, Vancouver

JASHELLE
ROBINSON



The Retail Management program covers a wide range of retail operations, giving students a taste of everything and allowing them to learn and develop knowledge and/or skills in various departments. When doing my internship, I was able to apply the knowledge learned throughout my major and further develop my skillset in various areas.

The internship course covered everything essential to prepare me for the workforce. I have learned how to create a strong elevator pitch to leave a good first impression and create a strong resume & cover letter. I was taught how to efficiently prepare for interviews and how to make the most out of every opportunity. The networking sessions provided in this course were extremely valuable because of the ability to meet and network with industry professionals and learn about various roles and possible career paths.

If you are interested in a career in Retail, whether that be Buying, Operations, HR, or Supply Chain - I highly recommend taking this program. My advice is to soak up as much knowledge as you can and be open to learning about careers that you may have never thought would interest you – you'd be surprised! My interests have expanded vastly from just one, which was Buying. I had the opportunity to learn about the various facets of the Retail industry, I can now see myself enjoying and excelling in other career paths.

Let's Talk Money

Given there is not one common position title for graduates of the RET program, we are sharing the average salaries for three of the top roles that RET students typically secure - social media coordinator, marketing coordinator, and merchandising coordinator.^{7 8 9}

Occupation	Average Salary
Social Media Coordinator	\$45,000
Marketing Coordinator	\$49,000
Merchandising Coordinator	\$35,000

Scholarships and Awards

Each year, the Ted Rogers School of Management presents awards and scholarships to students who excel in academics, leadership, volunteer, and community engagement. Click [here](#) to access Scholarships and Awards for Retail Management students.

Learn More For Free

Retail Dive



Retail Dive is a leading publication operated by Industry Dive where you can learn about news and trends shaping retail. The newsletters and website cover topics such as brick-and-mortar, retail technology, e-commerce and more.

Retail Students Association



The Retail Students Association (RSA) represents and educates students on the careers in Retail, through offering events, workshops and the annual Ted Rogers Retail Conference



Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to [register](#) for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



Career Consultant

Alethia Davis-Hecker

Alethia is a Career Consultant and UWindsor Alumni with 6+ years of experience in the career services industry. She is the founder of SMILE (non-profit). She is passionate about encouraging students to live fruitful lives and aspire to greatness!



Student Contributor

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Ajenth is a 4th Year Human Resources Management student working part-time at the BCH. He is an aspiring HR professional looking to join the Talent Acquisition field.

Data Sources

1. Toronto Metropolitan University (n.d). [Retail Management Course Calendar](#)
2. Business Career Hub Co-op Portal (2021). Retail Major Dataset
3. Toronto Metropolitan University (n.d). [Retail Management Website](#)
4. Harvard Business School (2021, May). [How E-Commerce Fits into Retail's Post-Pandemic Future](#)
5. Shopify (2022, July). [The Future of Retail Staff: How Is the Role of the Retail Worker Changing?](#)
6. Glassdoor (n.d). [Social Media Coordinator](#)
7. Glassdoor (n.d). [Marketing Coordinator](#)
8. Glassdoor (n.d). [Merchandise Coordinator](#)