

# 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 January 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!<sup>1</sup>

**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 100% employment rate in 2021.<sup>2</sup>

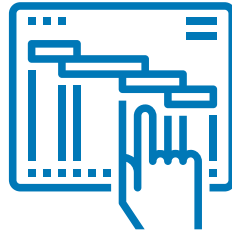
If interested check out the Co-op application guide [here](#).

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 <sup>3</sup>

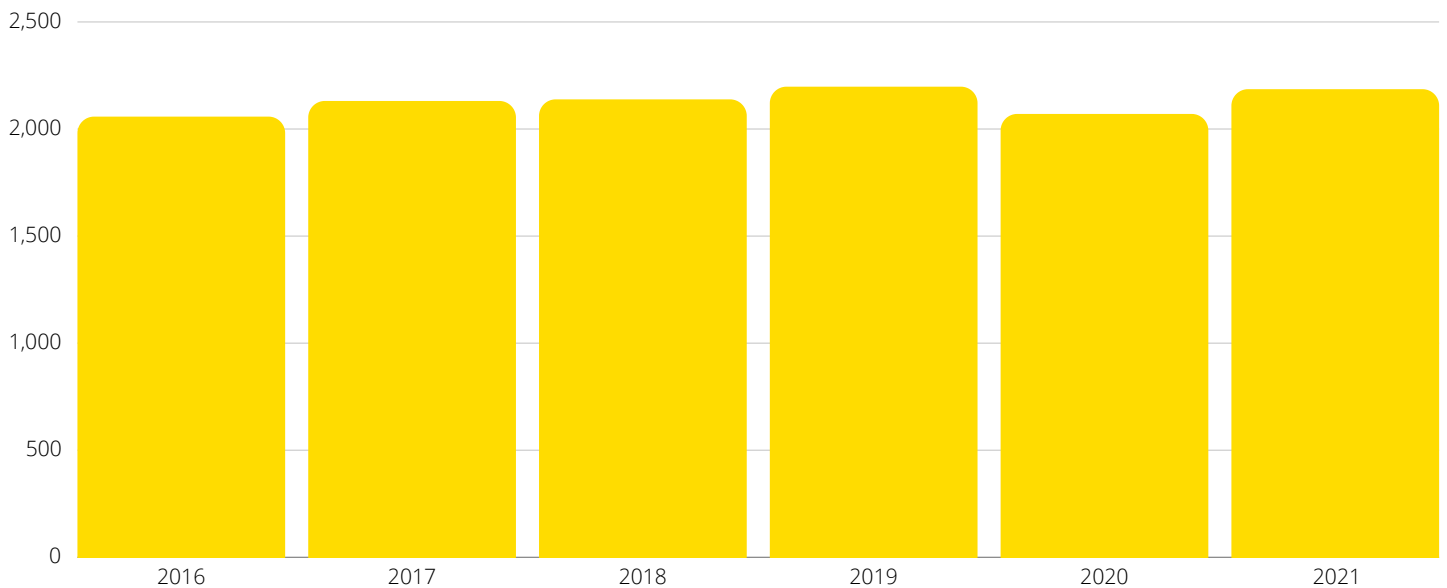


## Retail Has Bounced Back

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.<sup>2</sup>

The logo for Staples, featuring the word "staples" in a bold, red, lowercase sans-serif font, followed by a red square icon containing a white stylized staple.The logo for CIBC, featuring the word "CIBC" in a bold, red, uppercase sans-serif font, followed by a red diamond shape with a white outline.The logo for Costco Wholesale, with "COSTCO" in a large, bold, red, uppercase sans-serif font, and "WHOLESALE" in a smaller, blue, uppercase sans-serif font below it, separated by three horizontal blue lines.The logo for Loblaws, featuring a stylized red and yellow "L" icon followed by the word "Loblaws" in a bold, black, sans-serif font.The logo for Toronto Hydro, featuring a stylized yellow sunburst icon followed by the words "TORONTO HYDRO" in a bold, green, uppercase sans-serif font.The logo for Oracle, featuring the word "ORACLE" in a bold, orange, uppercase sans-serif font.

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 Co-op               |  | Research Assistant                  |
|  | Social Media Assistant        |  | Marketing Coordinator               |
|  | Bootcamp Project Coordinator  |  | 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. <sup>5 6</sup>

### 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.<sup>7 8 9</sup>

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



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

## Retail Hub Insights Report



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

**Think Covid-19 Has Wiped Out Retail? Think Again.**

Some of the fastest growing companies, according to Canadian Business magazine, are companies in the retail sector. A crisis like Covid-19, although devastating in many ways, created opportunity for businesses, and the retail sector is a perfect example of an industry being re-emerged as we speak.

- +5.9% The e-commerce sector will see new jobs will be created in the expected growth of jobs in a retail store.
- +5,800 new jobs will be created by growth in employment in e-commerce.
- +1.2% In the recovery period of grocery retail sector, it will stabilize by 2021.

Yes, the brick-and-mortar companies like the Gap, Gap, and Victoria's Secret have been negatively impacted by Covid, with significantly lower revenues, and sweeping layoffs, but several Canadian companies are emerging and growing at a very, very fast rate!

**Local and International Retailers are Expanding!**

Companies like H&M, Sainsbury, H&M, H&M, and many others have begun to expand in Canada, having opened new store outlets. H&M most recently announced it plans to open a downtown urban format store right outside of Ryerson's campus in late 2021!

According to Retail Insider, 2020 saw at least 13 international brands enter Canada! One of these brands is bakib, a French women's fashion brand which opened two locations in Toronto and Montreal. Below are some other brands expanding to the Canadian retail landscape.

Click [here](#) to read the report!



## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

### Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python  
[Click here to register for current bootcamps.](#)

### Career Coaching

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



[TedRogersBCH](#)



[TedRogersBCH](#)



[TRSM Business Career Hub](#)



[www.torontomu.ca/trsm-careers/](http://www.torontomu.ca/trsm-careers/)



### 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

#### Ajenth Suthananthan

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. Statista (2022, January). [Retail and Trade](#)
5. Harvard Business School (2021, May). [How E-Commerce Fits into Retail's Post-Pandemic Future](#)
6. Shopify (2022, July). [The Future of Retail Staff: How Is the Role of the Retail Worker Changing?](#)
7. Glassdoor (n.d). [Social Media Coordinator](#)
8. Glassdoor (n.d). [Marketing Coordinator](#)
9. Glassdoor (n.d). [Merchandise Coordinator](#)