

# ENGLISH FOR RETAIL INDUSTRY



**What is the Retail Industry.** Describing the industry, describing your job, describing various roles in the retail industry, asking and answering questions about the retail industry. (2 Hours)

**Retail Terminology.** Definitions, phrases, idioms, and acronyms. Learn key English terms for use in the everyday business of the retail industry. Practice pronunciation and intonation when speaking. (3 Hours)

**Interaction.** Interacting with clients, employees, distributors, suppliers, customers and retail branches; describing retail techniques to clients, dealing with disagreement, agreeing, and speaking politely. (3 Hours)

**Merchandising.** Discussing and describing of merchandising strategies, negotiating specific elements of the merchandising strategies, describing trends in merchandising. (3 Hours)

**Display Concepts.** Discussing and describing of shelf spacing, store layout, and display concepts. (2 Hours)

**Sales.** Presenting sales figures, describing graphs, giving an effective sales presentation, discussing competitors, discussing and presenting sales projections. (3 Hours)



**Negotiating.** Key terms and phrases; negotiating with distributors, suppliers, clients and retail branches. (2 Hours)

**Telephone.** Key terms used on the phone, key phrases used on the phone. (3 Hours)

**Small Talk.** Speaking informally with people, talking about informal topics. (3 Hours)

**Case Study.** Study of the significant retail industry mile stones, people and events that impacted the retail industry. (4 Hours)

**Presentation.** Presentation of a research project of a key issue in the retail industry using the skills and information acquired in this class. (2 Hours)

- Each course is designed for 3 – 5 students and consists of 30 hours of study with a presentation element at the end.
- The goal of this course is to improve communication when working in the retail industry and improve interaction with employees, vendors, suppliers, retail branches, customers and clients all while improving use and terminology in English.

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**Intensive course** | on the **first Monday** of every month starting from January 2014