Certificate in Executive Retail & Merchandising Leadership at Drexel

About the Series:

Drexel **Retail Executive Leadership Series** offers a new ***Certificate in Executive Retail & Merchandising Leadership*** designed by Drexel's Westphal College of Media Arts and Design in partnership with Drexel LeBow College of Business Corporate and Executive Education. These are more than just traditional courses, but instead will be conversations between participants, faculty, and retail executive speakers detailing the retail of tomorrow.

This 6 Module Virtual Live Program can be taken in sequence along with the program Capstone project for Certification or as individual modules. Modules, led by Retail Executives, focus on practical application, enhancing your retail network, and ways to be a more resilient, inclusive, and successful retail executive now and in the future.

Module Topics and Retail Executive Speakers:

Amanda Buchanan

Nancy Mair

Nicole Carter

Tsz Kwok

Krista Lowther

Joe Hancock

Module Topics, Capstone, and Dates:

**** All Modules are 3 Hours over Two (2) 90 Minute Sessions Except Capstone Project***

- ***Retail Employment and Recruitment Strategies – August 10th and 24th***
- ***Executive Leadership and Merchandising – September 14th and 28th***
- ***The Future of Experiential Retailing – October 12th and 26th***
- ***Professional Development for Retail Leaders – November 9th and 23rd***
- ***Strategic Patterning for Retail and Merchandising – December 1st and 15th***
- ***Strategic Brands Across the Spectrum – January 11th and 25th***
- **Capstone Project and Certificate Completion *(15 hours) – February 2022***

For Additional Information Please Email Joe Hancock at jhh33@drexel.edu

DREXEL UNIVERSITY Westphal College of Media Arts & Design

DREXEL UNIVERSITY Corporate & Executive Education LeBow College of Business