



The Higher Apprenticeship in Retail Management framework at Level 4 is designed to provide apprentices with the knowledge, skills and understanding they require to carry out their job role and to support their future progression as managers within the sector. Higher Level apprentices will train as:

- Sales Managers
- Specialist Retail Managers
- Independent Retail managers /Owners
- Heads of Departments (in Store)
- Store Managers operating in Multi-Disciplinary Environment
- Store operations – managing a store

The Retail Manager Apprenticeship Framework is to support a management role in a retail environment, giving learners the opportunity to learn and evidence their knowledge and competency within the Level 4 Diploma in Retail Management and Level 4 Certificate in Retail Knowledge. Combined, these qualifications provide learners with the knowledge, understanding and skills in retail such as:

- Understanding the key drivers of the customer journey
- Recruiting, retaining and developing staff
- Product ranges, brand development, promotions and trends



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.

Entry Requirements

There are no mandatory entry requirements for this Apprenticeship framework. Apprentices must have significant experience of working at a supervisory level to ensure that they have the necessary foundations on which to further build their knowledge, experience and skills. This can be demonstrated by a portfolio of evidence to show that they have the potential to complete the apprenticeship.

Examples of entry conditions for this pathway include Level 3 Apprenticeship in Retail Management Pathway; OR Level 3 Apprenticeship in Visual Merchandising or Sales Professionals; OR A range of vocational qualifications related to the Retail industry; OR Level 3 Apprenticeship in Management; OR Achieved GCSEs or A levels.

Recommended time on programme

18 Months.

Course Units

To complete this qualification, learners must complete all units contained within the mandatory group (26 credits)

MANDATORY UNIT	CREDITS	UNIT TITLE
A/617/5778	1	Customer
T/617/5780	2	Financial
A/617/5781	2	Leadership
F/617/5782	2	Marketing
J/617/5783	3	Communications
L/617/5784	2	Sales and Promotion
R/617/5785	1	Product and Service
Y/617/5786	1	Brand Reputation
D/617/5787	2	Merchandising
K/617/5789	2	Stock
H/617/5791	3	Developing Self and Others
K/617/5792	3	Team Performance
M/617/5793	2	Legal and Governance