

Southern Cross University campuses are located at Lismore, Coffs Harbour and Tweed Gold Coast and enjoy state-of-the-art teaching and research facilities while at the same time offering all of the benefits you would expect from being situated in a vibrant, regional environment. Southern Cross University's combined student population at all three campuses is more than 13,000 with half our students studying off-campus by distance education. Tweed Gold Coast campus is one of Australia's most technologically advanced facilities offering interactive videoconferencing and desktop video technology.

The Centre for Enterprise Development and Research (CEDAR), a research and training centre of Southern Cross University, continues to deliver leading edge business research, teaching and consultancy to industry, government and the community.

www.cedar.net.au

Executive Certificate in
Retail Marketing
and Service





executive certificate in retail marketing and service

Move ahead!

The Executive Certificate in Retail Marketing & Service* is a short course specifically designed for retailers in the competitive dive and water sports industry.

This course adds to the already successful suite of short courses designed by SCU for small business including the Software Business Management Course that has been adopted by Microsoft globally as a key business development tool for their small and medium sized partners.

It is a four topic program offered on-line that will enable you to increase your understanding of how to market and improve service in a retail environment.

The four topics cover:

- Customer behaviour, satisfaction and service quality
- Target marketing and positioning
- Developing a service/product strategy
- Business planning: how and why

* Non-award course.

Get certified

Whether you're an owner, manager or service consultant, undertaking the Executive Certificate is particularly beneficial to all retailers and their staff.

You will learn to:

Improve Profitability

Great potential for your sales and profitability to increase by providing a basis in how to make informed marketing decisions.

Implement Service Structures

The course will give you the tools to develop a service structure that puts customers first and ensures their satisfaction.

Effective Planning

Learn how to strategically consider future developments and implement them into a business plan that will give you the edge over your competitors.

Find out how

Mares are contributing \$250 to each store for training, so you only pay \$500.**

To enrol in this on-line Executive Certificate that will allow you to study after hours at your own pace, or to find out more information, please contact:

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Applications commence 1 June, 2007.
Course commences July 2007.

** Up to four people from each business can complete the course for this price, receive their certificate of completion and receive credit toward advanced standing into an SCU MBA.