KOHL'S CENTER FOR RETAILING

Program and Center Overview
What makes UW-Madison Exceptional?

#1 PEACE COPRS VOLUNTEERS
Currently there are 85 volunteers serving in 40 countries.

#1 TOP COLLEGE SPORTS TOWN
(USA TODAY, 2017)

#2 NUMBER OF DOCTORATES
GRANTED AMONG U.S. RESEARCH
FACILITIES (UW MADISON
NEWS, 2018)

#4 TOP PRODUCER OF FORTUNE 500
CEOS (WISCONSIN STATE JOURNAL,
2017)

In 2010, UW-Madison ranked fourth behind three Ivy League schools in a U.S. News and World Report ranking of schools producing CEOs

#6 TOTAL RESEARCH EXPENDITURES
AMONG U.S. UNIVERSITIES (2017)

The HERD Survey reported that UW-Madison had nearly $1.16 billion in annual expenditures for research across all fields.
What makes UW-Madison Exceptional?

#12 AMERICA’S BEST COLLEGES AMONG PUBLIC UNIVERSITIES (US NEWS 2017)

#13 BEST COLLEGE VALUES AMONG PUBLIC UNIVERSITIES KIPLINGER’S, 2017)

#18 IN BEST PUBLIC COLLEGES (FORBES)

#73 America's Best Value Colleges
#87 Top Colleges
#18 in Public Colleges
#45 in Research Universities
#11 in the Midwest
THE RETAIL PROGRAM
WHAT IS CHANGING IN THE INDUSTRY?

THE FUTURE OF COMPETITION: CO-CREATING UNIQUE VALUE WITH CUSTOMERS
DAVID KIRKPATRICK, FORTUNE MAGAZINE

WHAT DRIVES THE INDUSTRY

HOW AND WHERE CONSUMERS SHOP

WHAT IS TAKES TO REACH CONSUMERS

WHAT IT MEANS TO BE A RETAILER
THE THIRD WAVE OF RETAIL

CONSUMER POWER IS KEY

INSTANTANEOUS AND UNLIMITED SELECTION

DEMAND FOR MEANING AND EXPERIENCE

DISTRIBUTION IS ABOUT GAINING ACCESS TO CONSUMERS
In the Department of the Retail and Consumer Behavior Major, we believe that effective analysis requires many abilities, only some of which are statistical. Our graduates are prepared to impact the business in meaningful ways to go beyond rote training in particular techniques.
HOW THE CURRICULUM REFLECTS THE INDUSTRY
THE SCHOOL OF HUMAN ECOLOGY PROVIDES A CONNECTION BETWEEN ALL OF THE OTHER SCHOOLS AT UW-MADISON.

THE CENTER IS UNIQUELY POSITIONED IN SOHE, A SCHOOL THAT IS WELL KNOWN FOR BEING A HUB OF INTERDISCIPLINARY ACTIVITY.

THE CENTER SERVICES STUDENTS FROM ANY MAJOR THAT ARE INTERESTED IN EXPLORING THE INDUSTRY OR CAREERS OFFERED

INTERDISCIPLINARY PROBLEM SOLVING IS THE KEY TO THE APPLICATION OF DESIGN THINKING. THE PRACTICE OF THE SCIENCE OF HUMAN ECOLOGY IS ROOTED IN PARTNERING WITH OTHER DISCIPLINES TO CREATE ROBUST SOLUTIONS TO THE BIG QUESTIONS.
COURSES OFFERED

1. CONSUMER BEHAVIOR
2. ADVANCED CONSUMER ANALYTICS
3. CONSUMER STRATEGY AND EVALUATION
4. PRODUCT DEVELOPMENT
5. RETAIL FINANCIAL ANALYSIS
6. OMNI-CHANNEL RETAIL STRATEGY

These courses each tackle big ideas in the retailing industry and prepare students to be successful. For more information on the curriculum please visit: HTTP://GUIDE.WISC.EDU/UNDERGRADUATE/HUMAN-ECOLOGY/CONSUMER-SCIENCE/RETAILING-CONSUMER-BEHAVIOR-BS/#REQUIREMENTSTEXT
Each of these opportunities offer students hands-on experience in the retailing field. These experiences are helpful in advancing students' knowledge and passions.
INTERNET OF THINGS LAB: OUR CORE RESEARCH TEAM COMPRISSES AN EXCEPTIONAL TEAM OF FACULTY MEMBERS AND RESEARCH STAFF FROM MULTIPLE DEPARTMENTS ACROSS CAMPUS INCLUDING:
- ELECTRICAL AND COMPUTER ENGINEERING
- COMPUTER SCIENCES
- MANUFACTURING SYSTEMS ENGINEERING
- INFORMATION SYSTEMS
- OPERATIONS AND TECHNOLOGY MANAGEMENT
- CONSUMER SCIENCE AND RETAILING
- MASS COMMUNICATION

NEW YORK TRIP: THE NATIONAL RETAIL FEDERATION CONFERENCE IN NYC HOSTS A “STUDENT PROGRAM” THAT CANNOT BE BEAT! THEY ROUND UP CEOS OF COMPANIES LIKE THE CONTAINER STORE, NEIMAN MARCUS, NORDSTROM, AND MACY’S FOR EXECUTIVE PANELS. THEY ALSO PUT SUCCESSFUL YOUNG ALUMNI IN THE SPOTLIGHT TO HELP STUDENTS UNDERSTAND WHAT IT IS LIKE TO TRANSITION TO THE WORKING WORLD AND HOW TO STAND OUT.
STUDENT RETAILING ASSOCIATION: The Student Retailing Association is a 200 student strong organization that spans across all schools and colleges here at the UW, and members come from a variety of academic years and majors. The SRA focuses on providing its members with a glimpse inside of the industry with speakers, corporate tours, and social activities.

Students enjoyed the International Home and Housewares Show!

Say Hello to the new SRA Leadership Team!
TEXTILE AND FASHION DESIGN: THE SCHOOL OF HUMAN ECOLOGY’S ANNUAL FASHION SHOW, PULSE, IS AN INTERDISCIPLINARY ENDEAVOR THAT ENGAGES STUDENTS STUDYING RETAILING IN THE PLANNING, FUNDING, AND LOGISTICS OF HOSTING A LARGE SCALE EVENT WHILE AFFORDING THE DESIGN STUDENTS THE OPPORTUNITY TO REALLY HONE IN AND FOCUS ON THEIR WORK AND THE CREATIVE ASPECTS OF THE SHOW. FOR MORE INFORMATION, PLEASE GO TO WWW.FASHIONSHOW.WISC.EDU
CASE COMPETITIONS: THE CENTER HOSTS SEVERAL CASE COMPETITIONS THROUGHOUT THE YEAR WHERE STUDENTS CAN PUT TO PRACTICE WHAT THEY HAVE LEARNED IN THE CLASSROOM AND DURING THEIR INTERNSHIPS.
Jason Molus Senior, Retailing & Consumer Behavior

Becoming a part of the Retailing & Consumer Behavior program here at UW has been one of the best decisions I have ever made. Two classes that have helped me the most are Retail Financial Analysis and Product Development Strategies because they helped me discover my passion for working with the product and analyzing inventory data.

After graduation, I will be moving to New Jersey to be an Assistant Buyer with Burlington Stores, which I am very excited about as I believe they have an amazing culture and are currently one of the strongest retailers in the industry in terms of growth. My advice to students is to get involved! I came into the program late and wish I would’ve been more involved in the Student Retail Association or taken part in the many industry trips and abroad opportunities available to you.

The staff in this program are extremely supportive and will go out of their way to help you accomplish your goals. This has been an amazing experience and I believe I have all the tools necessary to succeed in my future career with retail.
Kendra Trost Senior, Retailing & Consumer Behavior, Certificate in Entrepreneurship

I have had the pleasure of working with the Center for Retailing for the past two years and wow has it been an incredible journey! I'm passing off my leadership positions to charismatic students who I know will continue to have a tremendous impact on this program.

Here is a recap of Kendra's time at UW!

Leadership: Student Retail Association; President, UW Threads Fashion Show; Business Director, Center for Retailing; Assistant & Case Competition Coordinator

Recent Awards: Willis L. Jones Authentic Leadership Award, Rosalie Amlie Morton Award (CS)

Full-time job offer: Product Development Coordinator, Kohl's Design Office, NYC
**Partnership Levels**

*Gold Level Partnership*: $10,000 annual contribution and an initial 3-year commitment

Add value to the education and future lives of the graduates of University by:
- Generously providing financial and human resources to the Center
- Aiding in the promotion of the retailing profession and ensuring a steady stream of diverse and qualified graduates prepared to lead, innovate, and succeed

Gain Meaningful and easy recruiting access to students from all over campus by:
- Using the Center as a portal to the University that will connect partners with a wide selection of diverse students from all majors
- Developing internships that add value to student's education
- Providing executive mentors to students

Link their brand to the University of Wisconsin-Madison by:
- Being listed as a partner of the Center on the website and other affiliated social profession
- Promoting sponsored events and becoming a consistent presence on campus

**Benefits that come from this access:**
- The University's efforts to advance the industry practices and promotion of retailing as a profession
- 2 memberships on our Board of Advisors
- Opportunities to display brand logos within the Center and on marketing materials
- The prospect to provide advice to the Dean on curriculum
- Expanded and improved access to students
- The opportunity to make one annual presentation at the Retail Leadership Symposium Course or host a club meeting
- Regular occasions to network with and exchange strategies with other partners for common knowledge and benefits for all
Partnership Levels

**Platinum Level Partnership**: $20,000 annual contribution and an initial 3-year commitment

Has all access and benefits included in the Gold Level, plus:
- A special priority access to faculty
- Opportunities to fund and suggest relevant research
- The chance to design a special event on campus
- Prominent display of your logo at the Center
- Recognition as a Platinum Level Partner on the Center's website

Also, Platinum Level Partners receive priority consideration of dates to:
- Present at the Retail Leadership Symposium Course about your company
- Sponsor a Student Retail Association or group meeting
- Sponsor a company visit or event on campus
on wisconsin!

https://sohe.wisc.edu/research-development/centers-of-excellence/kohls-department-stores-center-retailing-excellence/