



Professional Distinction in **RETAILING**

Department of Marketing

▶ About

The Professional Distinction in Retailing is a new program offered by the Department of Marketing to recognize exceptional student engagement in extracurricular activities that build professional skills and knowledge outside of classroom or internship experiences.

▶ Achievement

The Professional Distinction in Retailing is a step above. Students who complete 400 points a semester for 4 semesters will receive a medal to wear at their commencement ceremony.

Earning the distinction will be challenging, but it will involve students with multiple high impact learning experiences at Mays. Participants will also get to know staff and professors on a personal level through case competitions, travel and more.

▶ Getting Involved

Active membership in the Student Retailing Association will expose students meaningfully to career paths in retail. Students who have an interest in retail should join this organization as part of their career preparation.

▶ Contact

Hannah Cole
Wehner 220 A

Student Retailing Association
Lauren Osborne
Wehner 201 D

▶ How To Earn Points

<i>Example* 1:</i>	<i>Points</i>
Be Active in the Student Retailing Association	100
Participate in a Case Competition	100
Attend 2 Lunch & Learn Events	50
Attend and Volunteer for the Retailing Career Fair	40
Attend Sales Career Fair	30
Apply for NRF Next Generation Scholarship	30
Have a 3.5 GPA or Higher	30
Engage on Social Media	20

<i>Example* 2:</i>	Be Active in SRA	100
	Travel to PLVA, Chicago	100
	Attend 1 Coffee Chat & 1 Lunch & learn	50
Attend and Volunteer for the Retailing Career Fair		40
	Be an SRA officer	30
	Have 1 Year of Retail Experience	30
	Engage on Social Media	20
	Attend 2 Career Center Workshops	20

<i>Example* 3:</i>	Be Active in SRA	100
	Participate in ICSC Case Competition (Dallas)	100
	Single-day Externship, January 2018	50
	Attend 1 Coffee Chat & 1 Lunch & learn	50
Attend and Volunteer for the Retailing Career Fair		40
	Attend Sales Career Fair	30
	Engage on Social Media	20
	Attend 1 Dean's Lecture Series Speaker	10

* There are many different ways to earn points, these are just examples.

▶ Zales Scholar Program

Selection and active participation as a Zale Scholar for two semesters will count toward the required four semesters of involvement for the Professional Distinction in Retailing.

▶ Resume Material

Example: *Professional Distinction in Retailing, four semesters*