



NRF Foundation Resources for DECA Advisors

Bring Retail, Marketing and Career Exploration into the Classroom

Retail gives students a real-time look at marketing in action – from consumer behavior and social media trends to brand experiences, loyalty programs and career pathways. NRF and the NRF Foundation offer resources DECA advisors can use to bring current retail examples into the classroom, support student discussion and connect learning to careers in retail and beyond.

Stay Current on Retail Trends and Consumer Insights

NRF SmartBrief

Subscribe today to stay current on retail news, consumer trends and marketing examples. Advisors may also want to review the CMO Most Read section for marketing-focused stories.

NRF Research

The NRF conducts research year-round on consumer data, spending trends and industry insights. Utilize this data to support lessons on market research, consumer behavior, and retail strategy.

Recommended resources to explore:

- **Back-to-School Consumer Trends Webinar** – A timely resource for exploring how families shop, plan and spend during a major retail season.
- **State of Retail & the Consumer** – A resource advisors can use to help students explore retail trends, consumer behavior, innovation and the economic outlook.
- **State of Retail & the Consumer Classroom Activity** – A classroom-ready activity that helps students analyze retail trends, consumer spending and how retailers respond to

customer needs. A classroom-ready activity that helps students analyze retail trends, consumer spending and how retailers respond to customer needs.

Explore Retail Career Pathways

NRF Foundation Career Spotlights

Career Spotlights introduce students to professionals in a variety of retail roles and help connect classroom learning to workplace skills, career pathways and leadership opportunities. Suggested spotlights include **Retail Location Planning Analyst at Burlington Stores** and **Retail General Manager at Old Navy**, which connect well to marketing, consumer behavior, data, leadership and customer experience.

Connect Marketing Concepts to Real Retail Examples

NRF Foundation Industry Spotlights

The NRF Foundation Industry Spotlights highlight real-world concepts and trends that are shaping today's retail industry. Learn from leading retailers and explore how innovation, customer experience, brand strategy and marketing connect to the skills, concepts and careers featured in NRF Foundation Retail Training courses and curriculum. Suggested spotlights include **Experiential Retail at DICK'S Sporting Goods** and **Loyalty Programs at Target**.

Try RISE Up in Your Classroom

Free RISE Up Course Sample

DECA advisors can request access to a free RISE Up course sample of their choice by emailing RISEUp@nrf.com.

Approved in 16 States

Industry Backed Training in Your State (coming soon)

RISE Up credentials are approved on state industry-based credentials and career readiness lists in 16 states, helping students earn credentials recognized by employers and state education agencies.

Proven Career Impact

Assessing NRF Foundation Credentials: Labor Market Outcomes for Earners

A recent NRF Foundation and Burning Glass Institute analysis found that RISE Up credential earners experienced an average wage increase of more than \$5,000 after one year and \$16,200 after five years, while 43% received a promotion within five years. These findings highlight the value of RISE Up credentials in supporting career growth and advancement.

Learn More About our Credentialing

NRF Foundation RISE Up Overview Document

A high-level look at NRF Foundation's industry-recognized training and credentialing program, including credential options, learning outcomes and delivery models.

