

I. CATALOG DESCRIPTION:

A. Department Information:

Division: Business & Information Technology
Department: Business Administration
Course ID: BUSAD 112
Course Title: Principles of Retailing
Units: 3
Lecture: 3 hours
Prerequisite: None

B. Catalog Description:

The role of retailing in serving the needs of the community with analysis of consumer needs, store locations, financial requirements and legal processes of starting a retail operation. Planning for store layout, merchandise mix, vendor negotiation, pricing, displaying, advertising, selling and controlling of merchandise.

Schedule Description:

Managing a retail store including the operating and marketing.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One.

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of the course, the student should be able to:

- A. identify the vital role of retailing in marketing and business in general;
- B. evaluate strategies in retailing;
- C. develop and utilize an actual retail business plan;
- D. differentiate the interrelationships involved with the marketing mix within the context of controllable and environmental factors.
- E. apply skills to gain exposure into small and large retailing institutions.

IV. CONTENT:

- A. The Marketing System and the Retailing Environment Economic Bases
 1. Vital and Essential elements of the system
 2. Selling products to ultimate consumers
 3. Learning how to use technology to improve selling to ultimate consumers
- B. The Dynamic Nature of Retailing
 1. The changing retail consumer
 2. Degrees of exposure at the retail level
 - a. Intensive distribution
 - b. Selective distribution
 - c. Exclusive distribution
- C. Retail Management Planning
 1. The Retail Management Process
 2. The Planning Stage
- D. The Operating Stage
 1. Product Selection/Merchandising Decisions
 2. Pricing Decisions
 3. Promotion Decisions
 4. Service Decisions

- E. The Retail Business Plan
 - 1. Benefits of Retail Business Plan
 - 2. Elements of a retail business plan
- F. Retail Management Control
 - 1. The Control Process
 - 2. The Dynamic Nature of Retailing
 - 3. Power in the market channel

V. METHODS OF INSTRUCTION:

- A. Lecture
- B. Discussion
- C. Project
- D. Case Analysis

VI. TYPICAL ASSIGNMENTS:

- A. Reading
 - 1. Read The Operating Stage; be prepared to discuss the strategic orientation of operating a retail store.
- B. Writing, oral and written presentation, or performance
 - 1. Explore major aspects of organizational structure, store location, the buying function, merchandising, and promotion. Address broad-ranged changes that are confronting today's practitioners. Provide a good balance between theory and practice.
 - 2. Conduct on-site research of a retail store's operations.

VII. EVALUATION:

- A. Methods of Evaluation
 - 1. Examination: Objective and essay
 - a. Typical examination question:
 - Discuss the major considerations in the selection of a store location.
 - Discuss the principal elements of inventory control, warehousing, and materials handling.
 - Discuss the criteria in determining the location of a retail store.
 - b.
 - c.
 - 2. Class participation
 - 3. Written presentation
- B. Frequency of Evaluation
 - 1. Two tests
 - 2. One final examination
 - 3. One project

VIII. TYPICAL TEXTS:

Boone, Louis E. and Kurtz, David L. Retail Management, Forth Worth, TX: Dryden Press/HBJ, 2003.

Berman, Barry and Evans, Joel R. Retail Management: A Strategic Approach, Upper Saddle River, NJ: Prentice-Hall, 2003

Diamond, Jay and Pintel, Gerald. Retailing, Upper Saddle River, NJ: Prentice-Hall, 2002.

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.