

MKTG G135: RETAIL MANAGEMENT

Item	Value
Curriculum Committee Approval Date	12/05/2023
Top Code	050650 - Retail Store Operations and Management
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course focuses on the operations of an established retail business. Students learn various aspects of retail management and store operations including merchandising, operations, layout, store organization, site location, and customer service. Emphasis is placed upon current trends in retail and solutions of actual retail problems. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Describe retail channels and methods used in operating and managing a retail business.
3. List types of retail segments and organizations, merchandising techniques, marketing strategies, and control methods of retailing.
4. Explain various options and techniques for retail information systems, pricing, communications, and customer service.

Course Objectives

- 1. Analyze the retail environment with a focus on various retail segments and organizations.
- 2. Describe different channels such as single, omni, and multi channel retailing.
- 3. Identify non-store retailers with an emphasis on electronic and mobile retailing.
- 4. Explain the consumer decision-making process and models of buying behaviors.
- 5. Explain how retailers use various pricing techniques to meet their pricing objectives.
- 6. Analyze retail trading areas and examine locations for site selection.
- 7. Explore the use of data and information systems to manage the supply chain.
- 8. Evaluate the important aspects of merchandise planning and management.
- 9. Examine the importance of human resources and customer service in retail.

- 10. Describe the key elements of the integrated marketing communications mix.

Lecture Content

Retailing in transition Retailing today: types, organizations, and environment Channels of retail Retailing opportunities and careers Basic requirements for successful store management Opportunities and careers in retailing The retail store Store location Store building, fixtures, and equipment Arranging the store's interior and layout Retail organization Structure of the retail firm Retail personnel management Merchandise management Buying the right merchandise; basic considerations Buying: Selecting merchandise resources and suitable merchandise Buying: Negotiations with merchandise resource Handling and controlling incoming merchandise Pricing Sales promotion and customer services Advertising and display Other nonpersonal methods of sales promotion Personal salesmanship Customer services

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Reading Assignments

Textbook readings as assigned.

Writing Assignments

Essays Case studies

Out-of-class Assignments

Analysis of cases in retail Quizzes Discussion boards

Demonstration of Critical Thinking

Students will analyze a stated business problem in retail, propose alternative actions, select a reasonable solution and justify that selection based on current trends.

Required Writing, Problem Solving, Skills Demonstration

Students will complete essays, case studies, and quizzes and respond to discussion boards in order to analyze current issues and trends in retail.

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Management: Master's degree in business administration, business management, business education, marketing, public administration, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Williams, P.J. et al. Retail Management, current ed. Lumen Learning (OER), 2019 2. Required Berman, B.R., Evans, J.R., Chatterjee, P.M. Retail Management: A Strategic Approach, 13th ed. Pearson, 2021