

**Course # and Name as it appears in the catalog: MKTG 351 Principles of Retailing**

**Credit Hours: # 3**

**Scheduled hours per week**

Lecture: # 3 hours/week; May be taught as e-course, blended, ADS, or traditional

Lab: # 0

Other: # 0

**Catalog Course Description:** A comprehensive analysis of retailing enterprises in all business arenas. Students will learn the role retail stores play in the economy and review all issues related to managing a retail business from site selection, HR, IT, customer relationship management, in-store merchandising, visual merchandising and design, buying and pricing strategies, and financial analysis related to retailing.

Pre-requisites: MKTG 230 or instructor's consent

**Co-requisites:** N/A

**Course Learning Outcomes:** By the end of the semester, students should be able to:

- Understand the role that retailing plays in marketing both domestically and internationally.
  - Understand the social and economic significance of retailing locally, especially as it relates to employment opportunities.
  - Be able to identify the various types of retailers and their characteristics.
  - Understand and use the terminology related to multichannel retailing.
  - Be familiar with customer buying behavior and its influences.
- Understand the importance of and the process of developing retail marketing strategy at all levels.
  - Understand the importance of retail companies for building and maintaining their sustainable competitive advantage.
  - Be familiar with financial planning strategy for retailing establishments.
  - Understand the steps to determine appropriate retail locations and sites.
  - Understand the steps necessary to design the organizational structure and HRM component in the retail world.
  - Be familiar with the Information Systems component of retail management and utilize the various technologies that improve decision making ability.
  - Understand the value of the concept of customer relationship management (CRM).
- Be familiar with all aspects of merchandising management.
  - Understand the importance of creating and managing merchandise assortments for retail companies.
  - Be familiar with merchandise planning systems including inventory, fashion merchandise management systems, allocating merchandise to stores, and analyzing merchandising performance.
  - Understand the issues related to buying merchandise, retail pricing, and the retail communication mix.
- Be familiar with all aspects of managing a retail store.
  - Understand the processes of store layout, design, and visual merchandising.
  - Master the concept of customer service and CRM as they relate to all retailing functions.

**Topics to be studied:**

- History of retailing in the US and the importance of the retailing sector in the American economy.
- Types of retailers, terminology associated with retailing, and characteristics of most common retailers.
- Consumer behavior and the impact of various purchasing behaviors on retailers.
- Sustainable advantage.
- Physical site selection, shopping malls, strip malls, mega-stores, and other site issues.
- Retail HR issues including hiring, training, and motivating employees.
- Information systems technology and issues for retail operations.
- Creating and managing merchandise assortments for retail companies.
- Customer Relationship Marketing and Management (CRM) and how the customer impacts retail operational decisions.
- In-store merchandising including store layout, design, and visual merchandising.
- Pricing, price reductions, and pricing strategies.

**Relationship of Course to Program or Discipline Learning Outcomes:**

<b>Bachelors of Applied Science in Business Administration</b>	
<b>(BASBA) Program Outcomes</b>	
<i>Management/Marketing concentration (M/M):</i>	
• Communicate effectively and professionally both orally and in writing including complex report generation.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.	
• Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to-consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.	X

<b>Bachelors of Science in Business Administration</b>	
<b>(BSBA) Program Outcomes</b>	
<i>General Business Specialization (GenBus):</i>	
• Communicate effectively and professionally both orally and in writing including complex report generation.	X
• Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.	X
• Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.	X
• Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.	X
• Be admission-ready for a Master of Business Administration program if desired.	

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>5/3/2016</b>	

**Special requirements of the course:** N/A

**Additional information:** N/A

**Prepared by:** Larry Muller

**Date:** 10/20/17