

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: Marketing

COURSE NUMBER AND TITLE: MKT 216, Retail Organization and Management

CREDIT HOURS: 3 HOURS/WK **LEC:** 3 HOURS/WK **LAB:** 0 **LEC/LAB COMB:** 3

I. CATALOG DESCRIPTION: Examines the organization of the retail establishment to determine how its structure plays a significant role in the accomplishment of its goals in an effective and efficient manner. Includes the study of site location, internal layout, store operations, and security. Examines the retailing mix, the buying or procurement process, pricing, and selling. Studies retail advertising, promotion and publicity as a coordinated effort to increase store traffic.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:

MKT 216 addresses the following Marketing program outcomes: DCC Marketing graduates will:

- demonstrate competency in presentation skills including organization, eye-contact, volume, pacing, and visual aids (i.e., PowerPoint);
- apply a wide variety of computer software skills to business communication media such as written reports and business plans using word processing software and business presentations using presentation software;
- perform and interpret basic business math calculations (e.g., mark-ups, interest rates, ratios, etc.) and business accounting principles, basic financial reports and book keeping fundamentals;
- create marketing strategies and plans that utilize elements of the marketing mix, product mix, and/or media mix;
- analyze marketing problems and issues facing companies and organizations and conceptualize possible alternative solution action plans;
- demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
- apply the strategic principles of selling to consumer buying behavior and marketing decisions as it relates to the marketing goals and objectives.

III. REQUIRED BACKGROUND/PREREQUISITIES: This course has no general required course prerequisites. MKT 100 is a recommended prerequisite. If students have developmental studies requirements, MTE 1 and MTE 2 must be completed prior to enrollment.

IV. COURSE CONTENT:

- Introduction to Retailing
- Strategic Planning and Operations Management
- Consumer Behavior
- Evaluating Competition
- Managing the Supply Chain
- Legal and Ethical Decision Making
- Market Selection and Retail Location Analysis
- Managing Retailer's Financing
- Merchandise Buying and Handling
- Retail Pricing
- Advertising and Promotion
- Customer Services and Retail Selling
- Store Layout and Design
- Personnel Management

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE (Place X by all that apply)

- ☒ Communication
☒ Critical Thinking
☒ Cultural and Social Understanding
☐ Information Literacy
☒ Personal Development
☒ Quantitative Reasoning
☐ Scientific Reasoning

VI. LEARNER OUTCOMES

VII. EVALUATION

Retailing Introduction <ul style="list-style-type: none"> • Explain what retailing is and why it is changing. • Describe the five methods to categorize retailers. • Understand what prerequisites are necessary for success in retailing. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test
Strategic Planning and Operations Management <ul style="list-style-type: none"> • Explain importance of strategic planning. • Describe the components of strategic planning: mission statement; goals and objectives; an analysis of a SWAT (strengths, weaknesses, opportunities, and threats), and strategy. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test
Consumer Behavior <ul style="list-style-type: none"> • Explain the relevance of population trends, social trends, and economic trends on retail planning. • Understand the consumer shopping/purchasing process. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test
Competition Evaluation <ul style="list-style-type: none"> • Identify the various types of retail competition. • Understand the evolution of retail. • Distinguish the changes that could affect retail competition. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test
Managing the Supply Chain <ul style="list-style-type: none"> • Understand the retailer's role and the importance of a collaborative relationship in the supply chain. • Identify the types of supply chains by length, width, and control. • Understand the impact of dependency, power, and conflict on supply chain relations. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test
Legal and Ethical Decision Making <ul style="list-style-type: none"> • Understand the retailer's responsibilities in buying, selling and promotional activities. • Understand how various local, state, and federal regulations influence retail policies. • Understand how a retailer's code of ethics will influence its behavior. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test
Market Selection and Location Analysis <ul style="list-style-type: none"> • Explain the criteria used in selecting and effectively communicating to a target market. • Describe the various attributes considered when evaluating retail sites. • Explain how to evaluate site selections. 	<ul style="list-style-type: none"> • Case study using word and Excel applications • Digital quiz • Digital test

Managing Financing <ul style="list-style-type: none"> Understand the importance of a merchandise budget and merchandise plan. Understand the three accounting statements: income statement, balance sheet, and statement of cash flow. Explain how the retailer values inventory. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test
Merchandise Buying and Handling <ul style="list-style-type: none"> Understand the steps in the merchandise buying and handling process. Understand the merchandise planning methods used to manage inventory mix, proper inventory levels and to conduct a category-item line review. Recognize the handling needs of inventory to control shrinkage, vendor collusion, and theft. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test
Retail Pricing <ul style="list-style-type: none"> Understand considerations in establishing pricing objectives, pricing strategies and policies. Understand the importance of markdown management. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test
Advertising and Promotion <ul style="list-style-type: none"> Describe the components of the promotional mix and its impact on operations. Understand the differences in long-term and short-term promotional objectives. Explain how retailers manage their advertising campaign, sales promotion and publicity. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test
Customer Service <ul style="list-style-type: none"> Explain why customer service is so important and how a retailer determines which services to offer. Describe the management issues in retail selling, as well as salesperson selection, training and evaluation. Describe the importance of customer service audits. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test
Store Layout and Design <ul style="list-style-type: none"> Understand the steps involved in planning the store's environment and its primary objectives. Explain how types of fixtures, merchandise presentation methods and techniques, and the psychology of merchandise presentation are all used to increase sales. Explain why store design and its visual communications are important to success. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test
Personnel Management <ul style="list-style-type: none"> Explain how intangible staff resourcefulness can provide a more competitive advantage. Describe how to recruit the right employees and customers. Explain how to manage employees and customers for long-term profitable relationships. Discuss how to compensate employees and offer customers a compelling value proposition. 	<ul style="list-style-type: none"> Case study using word and Excel applications Digital quiz Digital test