



**Course Name:** Principles of Retailing

**Course Number:** BMK\* 103

**Credits:** 3

**Catalogue description:** A review of retailing practices and procedures; retail management methods are studied along with retail store location and layout, equipment display, advertising, personnel policies, maintenance, inventory, and cost control.

**Prerequisite, Corequisite, or Parallel:** ENG\*092 or Permission of Instructor

## **General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

BUS                      Business elective

## **Course objectives:**

### **General Education Goals and Outcomes:**

None

### **Course Specific Objectives:**

1. Explain the concepts and components of retail planning and strategy
2. Describe consumer behavior principles as they relate to retailing
3. Explain the concepts of store location, design and layout
4. Describe the principles of store management
5. Explain the concepts and components of retail merchandising
6. Contrast promotion methods and principles used in retailing
7. Identify current trends and challenges in retailing



**Course Content:**

**THE RETAIL ENVIRONMENT**

- A. An Overview of Retailing
- B. Retail Strategy: Creating the Competitive Advantage
- C. The Environment of Retailing and Decision Making

**THE RETAIL CUSTOMER**

- A. Understanding the Retail Customer
- B. Customer Information from Research

**THE RETAIL STORE**

- A. Store Location and Site Evaluation
- B. Store Design and Layout
- C. Human Resource Management and Store Organization
- D. Financial Analysis and Management

**RETAIL MERCHANDISING AND PRICING**

- A. Planning Merchandise Needs and Merchandise Budgets
- B. Assortment Planning, Buying, and Vendor Relations
- C. Pricing Merchandise

**COMMUNICATING WITH THE RETAIL CUSTOMER**

- A. Retail Advertising
- B. Retail Selling, Sales Promotion, and Publicity

**RETAILING CHALLENGES AND CHANGES**

- A. The Virtual Store and Retail Database Marketing
- B. Globalization and Changing Retail Formats

Date Course Created:

Date of Last Revision: 04/01/2017

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