

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

BUS 66 - Retail Management

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV; English Level III; Math Level II

Transfer Status: CSU

51 hours Lecture

This course presents essential concepts in the retailing field, from store location and organization to the purchase, handling, display, pricing and advertising of merchandise. Emphasis is placed on the practical concepts of retail management.

II. OBJECTIVES

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

- A. Define the terms, principles and theories relating to retail planning, strategy and implementation
- B. Explain factors associated with buying behavior and describe related store layout, design, and visual merchandising decisions
- C. Analyze a retail marketing strategy and its appropriateness given target market(s)
- D. Determine the best method for retail operations based on situation analysis and research. Make written or oral statements about the justification for the selected method and potential implications.
- E. Analyze customer buying behavior in today's globally competitive and technologically-infused environment and its retailing implications
- F. Conduct a retail audit to demonstrate mastery of course concepts including customer buying behavior, retail planning, strategy, store layout, visual merchandising, and operations.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Introduction to the World of Retailing	3.00
2. Types of Retailers	1.50
3. Multi-Channel Retailing – A View into the Future	1.50
4. Customer Buyer Behavior	3.00
5. Retail Market Strategy	3.00
6. Financial Strategy	2.00
7. Retail Locations	1.50
8. Site Selection	1.50
9. Human Resource Management	3.00
10. Information Systems and Supply Chain Management	3.00
11. Customer Relationship Management	2.50
12. Planning Merchandise Assortments	3.00
13. Buying Systems	2.50
14. Buying Merchandise	2.00
15. Pricing	3.00

16. Retail Communication Mix	3.00
17. Managing the Store	3.00
18. Store Layout, Design, and Visual Merchandising	3.00
19. Customer Service	3.00
20. Retail Audit and/or Case Analysis Presentation	3.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Class Activities
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Discussion
- E. Problem-Solving Sessions
- F. Reading Assignments
- G. Multimedia Presentations
- H. Case Analyses

V. METHODS OF EVALUATION

- A. Exams/Tests
- B. Research Projects
- C. Oral Presentation
- D. Homework
- E. Class participation
- F. Retail Audit

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 1. Read the chapter on "Perspectives in Retailing." Identify 3 ways the internet has affected retailing and describe your use of internet retail shopping.
 2. Read the chapter on "Managing the Supply Chain." Research job opportunities in Retail Supply Chain Management. Be prepared to share your examples in class and describe why you would or wouldn't want to work in Supply Chain Management.
- B. Writing Assignments
 1. Research retail merchandising and buying trends. Locate an article related to these subjects. Read the article thoroughly and then summarize what you've learned in a 1 page paper (5 paragraphs). The business writing rubric applies.
 2. After reading the chapter on Retail Pricing, draft a 1 paragraph response to each of the following questions:
 1. What factors should a retailer consider when establishing pricing objectives and policies?
 2. Why is markdown management so important in retailing?
- C. Out-of-Class Assignments
 1. Select a retailer you are very interested in due to their product mix or unique retail strategy. Review the 10 page Retail Business Audit Project Template attached and complete it following the guided research and analysis process located in your text.
 2. Visit a local retailer, review all aspects of their product mix, store location, merchandise selection and pricing. Take detailed notes on your critique of this local retailer. Draft a 5-8 page Retail Strategy Assessment and be prepared to share your summary and suggested improvements with your classmates.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

A. Dunne, P.M., Lusch R.F., Carver J.R. Retailing. 8th Edition. Cengage , 2013.

B. Berman, B.R., and Evans., J.R . Retail Management: A Strategic Approach. 12th Edition. Pearson, 2012.

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