

Las Positas College  
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**Course Outline for MKTG 60**  
**RETAIL STORE MANAGEMENT**  
**Effective: Fall 2018**

**I. CATALOG DESCRIPTION:**

MKTG 60 — RETAIL STORE MANAGEMENT — 3.00 units

Profitably starting and managing a retail business. Operational strategies regarding site identification and selection, buying alternatives, pricing options, merchandising strategies, staffing, financial, cash and risk management, point of sale considerations, and information systems.

3.00 Units Lecture

**Strongly Recommended**

BUSN 53 - Business Correspondence  
with a minimum grade of C

MKTG 50 - Introduction to Marketing  
with a minimum grade of C

**Grading Methods:**

Letter or P/NP

**Discipline:**

- Business or
- Management or
- Marketing

	<b>MIN</b>
<b>Lecture Hours:</b>	<b>54.00</b>
<b>Total Hours:</b>	<b>54.00</b>

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**Before entering this course, it is strongly recommended that the student should be able to:**

**A. BUSN53**

1. Organize and write grammatically correct communications being sent to varied audiences on a variety of topics;
2. Write announcements concerning policy changes, reorganizations, promotions, and benefits changes, which will be sent by e-mail to a variety of cultures and levels of employment;
3. Identify the best type of correspondence for various message topics;
4. Use the dictionary, thesaurus, and business reference books both online and in print form.
5. Research new legislation that will require a company to make policy changes; identify the pros and cons of the legislation; and recommend a strategy for implementation;

**B. MKTG50**

1. identify marketing functions and how marketing institutions work in the exchange process;
2. describe societal issues and cultural aspects, which influence marketing strategies;
3. identify efficient research methods to gain demographic information and behavioral characteristics of customers;
4. explain levels, bases, and strategies to market segmentation, targeting, and positioning to develop the competitive advantage
5. identify various strategies and consideration that are involved in pricing products and services;
6. specify the characteristics of various distribution channels and marketing systems;
7. discuss the processes and advantages of integrated marketing communications in product and service marketing;

**IV. MEASURABLE OBJECTIVES:**

**Upon completion of this course, the student should be able to:**

- A. list and describe tasks involved in starting and operating a retail business;
- B. discuss factors relating to location, site, and building decisions;
- C. explain procedures and concepts regarding the recruitment, selection, training, and motivations of sales employees;
- D. describe the fundamentals of customer service;
- E. demonstrate an understanding of the principles of merchandise assortments;
- F. summarize the concepts and practices of retail buying;
- G. articulate various pricing strategies and how they influence consumer purchases;
- H. describe the various security technologies and methods used in retailing;

- I. describe the business use of the various information systems used in retailing;
- J. analyze how retailers analyze and manage profitability;
- K. construct a retail plan that includes both traditional and Internet business models.

#### V. CONTENT:

- A. The tasks involved in starting and operating a retail business.
  - 1. City, County, State Licenses
  - 2. Insurances
  - 3. Trademarks and tradenames
- B. Brick and Mortar, Online, or both
- C. Factors related to location, site, and building decisions.
  - 1. Location options
    - a. Local demographics
    - b. Trade area studies
  - 2. General contract issues for leasing
- D. Procedures and concepts regarding the recruitment, selection, training, and motivations of sales employees.
  - 1. Job analysis
  - 2. Job description
  - 3. Locating prospective employees
  - 4. Screening and selection
  - 5. Training
    - a. Product
    - b. Sales Skills
    - c. Customer Service Skills
  - 6. Legal issues
    - a. Discrimination
    - b. Harassment
    - c. Unlawful termination
    - d. Workers' compensation
- E. Fundamentals of customer service
  - 1. Customer service strategies
  - 2. Customer evaluation of service quality
  - 3. Closing the gaps
  - 4. Employee training
  - 5. Service recovery
- F. Principles of merchandise assortments
  - 1. Category assortment planning
  - 2. Profitability measurements
  - 3. Category life cycle management
  - 4. Planning and forecasting
- G. Building and managing supplier relationships
  - 1. Merchandising budgets
  - 2. Common buying systems, processes
  - 3. Private-label vs. national brands
  - 4. Vendor relations, negotiations
  - 5. Legal, ethical issues
    - a. Contract disputes
    - b. Chargebacks
    - c. Commercial bribery
    - d. Slotting allowances
    - e. Buybacks
    - f. Counterfeit, gray-market merchandise
    - g. Exclusive, typing contracts
    - h. Purchase terms
- H. Various pricing strategies, influence on consumer purchases
  - 1. Everyday pricing
  - 2. High/low pricing
  - 3. Methods of price setting
  - 4. Tiered pricing
  - 5. Break-even analysis
  - 6. Discounting methods
  - 7. Laws concerning pricing
    - a. Price discrimination
    - b. Predatory pricing
    - c. Price-fixing
    - d. Advertising rules
- I. Security technologies and methods used in retailing
  - 1. Article Security
  - 2. Asset Tracking
  - 3. Employment Investigation
  - 4. Records Research
  - 5. Surveillance
- J. Information systems used in retailing
  - 1. Point of Sale
  - 2. Inventory
  - 3. Supply Chain
  - 4. Customer Relationship Management
- K. Analysis and management of profitability
- L. "Bricks and clicks" business models
  - 1. Internet business models
  - 2. Logistics
  - 3. Risk Management

#### VI. METHODS OF INSTRUCTION:

- A. **Classroom Activity** -
- B. **Projects** -
- C. **Discussion** - Group Discussion
- D. **Lecture** -
- E. **Written exercises and case studies** -

## VII. TYPICAL ASSIGNMENTS:

- A. Analysis of current events in retailing from business publications (i.e. Wall Street Journal, Fortune, local business section.)
  - 1. Examine the retailing and merchandising methods that Apple utilizes.
    - a. How do these methods fit with Apple's product line, brand image, and target customer?
  - 2. Consider the Uber, Lyft, and Airbnb service retailing methods.
    - a. Identify the pros and cons.
- B. Application of class topics to local retailer. For example:
  - 1. What pricing method does your employer or favorite store use?
  - 2. Does it make good business sense?
- C. Group project to develop a retail strategy from concept to inventory selection.
  - 1. Do a local market and location analysis
  - 2. Determine staffing needs and compensation strategies
  - 3. Identify competitors; determine vendors.
  - 4. Create a PERT chart for opening.

## VIII. EVALUATION:

### A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Projects
- 4. Group Projects
- 5. Class Participation
- 6. Class Work
- 7. Home Work

### B. **Frequency**

- 1. Exams, tests, and quizzes will be used at the professors discretion throughout the semester. A cumulative final exam will be given.
- 2. Individual and group projects will provide students with the opportunity to demonstrate implementation of conceptual ideas. The number of individual projects will vary. There will be at least one group project which may incorporate an oral or multi-media presentation.
- 3. Students will be evaluated weekly on his/her active participation in all class activities and class work.
- 4. Homework may be assigned on a weekly basis to insure students are prepared for all class activities and simulations.

## IX. TYPICAL TEXTS:

- 1. Levy, Michael, and Barton Weitz. *Retailing Management*. 9th ed., McGraw Hill/Irwin, 2014.
- 2. Berman, Barry, and Joel Evans. *Retail Management: A Strategic Approach*. 13th ed., Pearson, 2018.
- 3. Dunne, Patrick, Robert Lusch, and James Carver. *RETAILING*. 9th ed., Cengage, 2017.

## X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Internet Access
- B. Access to business publications such as the Wall Street Journal, Fortune
- C. Access to trade publications for specific retail interest area