

COURSE OUTLINE

RETL-103

Retail Merchandising

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

Through lectures, class group work, and outside reading, students will learn something of the development of retailing and the major components of a functioning retail establishment. These include: the physical facility, the selection and promotion of merchandise, the people involved in retailing and the future of retailing. (3 hours weekly)

Overall Course Objectives

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

1. Describe the history of retailing, and the retailing environment today.
2. Recognize some of the factors which make up a retailer's image.
3. Compare and contrast the different approaches to retailing.
4. Identify some of the factors which influence store location.
5. Analyze a store's layout and advertising as they relate to the retailer's image.
6. Identify some of the factors involved in selecting employees.
7. Analyze the factors which enter into merchandise planning and selection.
8. Compare and contrast various retail pricing strategies.
9. Calculate mathematical equations used for pricing.
10. Relate distribution strategy to the overall retailing strategy.
11. Define some of the current trends in retailing.
12. Describe the retailer's involvement in international business.

Major Topics

- I. The Retailing Perspective
- II. Retail Image
- III. The Retail Customer
- IV. Retailing and Market Research
- V. The Retail Store; Location, Layout, Visual Appearance
- VI. Store Management; the People in Retailing

VII. The Retail Marketing Mix; Production, Price, Promotion

VIII. Retail Merchandising; The Buying Plan

IX. The Future of Retailing

X. Retailing and the International Scene

Course Requirements

Grading/Exams: Grading procedures will be determined by the individual faculty member but will include several exams, several short written assignments, case studies analyzed in class and some oral reporting.

Writing: Specific writing assignments will be determined by individual faculty member but will include analyses of current news in retailing and store image analysis.

Other Course Information

This course is required for retailing majors, a business elective for non-retailing majors. This course would be useful for someone currently working or planning for a career in retailing.