COMMON COURSE OUTLINE: Course discipline/number/title: BUS 2214: Retailing

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. MnTC Goals (if any): NA

This course studies the management efforts needed to operate a retail establishment effectively. It addresses the manager's strategy of operation as well as the requirements of daily operation, and does so from the standpoint of the specific decisions a retail manager must make to achieve success. The retailing course addresses buying, marketing, merchandising, operations, inventory control, personnel and finance. College level reading is recommended for this course.

B. DATE LAST REVISED (Month, year): January, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
1. Retail Principles
2. Retail marketing definitions and types of retailers
3. Strategic planning in retailing
4. Customer buying behaviors
5. Multichannel retailing
6. Merchandise planning, buying and controlling
7. Pricing goods and services in the retail operation
8. Retail site analysis, store layout, design and merchandising
9. Retail information systems and effective supply chain management

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Apply fundamental principles of retailing, including merchandizing, management, and consumer behavior.
2. Describe the retail industry and its various forms in today's marketplace.
3. Explain the value of strategic planning in retailing.
4. Identify retail customer buying motives.
5. Analyze the different retail channels and trends affecting each.
6. Analyze retail merchandise plans for various types of merchandise.
7. Describe retail pricing methods and considerations.
8. Analyze the fundamental processes of store site selection, store layout, design and merchandising.
9. Describe the value and importance of the different information and supply chain systems available to retailers.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Exams
2. Assignments/case analysis
3. Group projects

G. RCTC CORE OUTCOME(S) ADDRESSED:
☐ Communication  ☑ Critical Thinking
☐ Global Awareness/Diversity  ☐ Civic Responsibility
☐ Personal/Professional Accountability  ☐ Aesthetic Response

H. SPECIAL INFORMATION (if any): None