

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**RETAIL BUYING & MERCHANDISE PRICING
RCS 2214**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2013

NOTE: This course is designed for transfer credit. (UTK's RCS 310)

Catalog Course Description:

Analysis of the merchandise buying function within different types of retail organizations and structures, using industry mathematical formulas. Introduction to principles associated with retail buying, planning, and allocation.

Entry Level Standards:

The student is expected to be able to read on the college level, to write using correct spelling and grammatical structure and to utilize basic research techniques. Basic mathematic skills are required.

Prerequisites:

ENGL 1010, College-level MATH

Textbook(s) and Other Course Materials:

Management of Retail Buying, by R. Patrick Cash, Chris Thomas, John W. Wingate, and Joseph S. Friedlander, John Wiley and Sons Publishing, New York, July 2005.

Mathematics for Retail Buying, Current Edition, by Tepper and Godnick, Fairchild Publishers.

Instructor-Assigned readings of case studies and journal articles.

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction Overview of Retail Buying
2	The Roles of Buying Groups
3	Understanding Consumer Markets
4	TEST #1 Merchandise Assortments
5	Planning and Control
6	Technology and Internet Commerce in Retailing
7	Choosing Vendors Vendor Relations

8	TEST #2 International Vendor Relations
9	Translating Plans into Purchases
10	Negotiating the Purchase Order TEST #3
11	The Buyer's Order
12	Pricing and Selling
13	Merchandise Selection
14	Merchandise Selection TEST #4
15	Final Exam Review FINAL EXAM

The above schedule is subject to change. Verbal changes to the schedule will be given in class, and you are responsible for attending each class or for receiving important information from a classmate. You may be notified of schedule changes by e-mail, so check it regularly.

II. Course Goals*:

The course will

- A. Allow students to develop a personal philosophy and understanding of buying and pricing of merchandise. (I, IV, V)
- B. Provide a comprehensive overview of consumer response to merchandise selections and pricing. (I, III, IV, V)
- C. Use appropriate terminology related to buying and pricing procedures. (I, II, IV)
- D. Enhance the student's understanding of the importance of calculated pricing strategies and merchandise selection. (I, IV, V)
- E. Assist the student to develop a working knowledge of the pricing process and specific strategies.(I, II, III, IV, V)
- F. Assist the student to identify successes and failures of pricing strategies and merchandise selection. (I, III, IV, V)

*Roman numerals after course objectives reference goals of the Retail and Consumer Science program.

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Understand the significance of pricing strategies and the responsibilities associated with retail success. (A, B, D, E, F)
2. Demonstrate a basic knowledge of pricing and buying practices. (A, B, C, D, E, F)
3. Comprehend, analyze, and apply the elements and principles of pricing and buying

strategies and practices. (A, B, C, D, E, F)

4. Investigate and assess the business implications of pricing and buying strategies. (A, B, C, D,E ,F)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 95% of grade

Announced Tests: 70% of grade

Tests covering material from the textbook as well as information from lecture will account for 70% of your grade. Tentative dates for the tests are provided on the schedule.

Quizzes: 10% of grade

In-class quizzes will be given and will cover various aspects of the lectures to date. These quizzes will require the student to be present in class and cannot be made up.

Final Exam: 15% of grade

A comprehensive final exam covering all information of the semester will be given during the final exam period.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Class Participation: 5% of grade

This portion of the course grade is based on the student's overall involvement while in the classroom and will include participation in class discussions and activities, completing assignments on time and in a professional manner, working diligently in class, exhibiting a respectful, professional attitude to fellow classmates and the instructor, and a general contribution to the overall development of a positive, supportive learning environment.

E. Grading Scale:

Grading Scale:

A = 90-100

B+ = 87-89

B = 80-86

C+ = 77-79

C = 70-76

D = 60-69

F = Below 60

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.