PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

RETAILING
MKT 2320

Class Hours: 3.0 Credit Hours: 3.0
Laboratory Hours: 0.0 Date Revised: Fall 1998

Catalog Course Description:

A study of techniques for establishing large and small retail marketing operations. Topics include location considerations, promotion, advertising, personnel training, along with the study of buying functions in developing retailing expertise.

Entry Level Standards:

Students should be able to read and write at the college level. A basic marketing vocabulary and familiarity with basic marketing concepts is presumed.

Prerequisite: MKT 2200

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>The Complex Nature of the Retail Industry; The Competitive Behavior of Retail Institutions</td>
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<td>2</td>
<td>Service Retailing; The Dynamic Character of Retail Environments</td>
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<td>3</td>
<td>Adaptive Retailing Strategies; The Buying Behavior of Consumers</td>
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<td>4</td>
<td>Display/Case</td>
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<tr>
<td>5</td>
<td>Exam 1; The Legal and Ethical Aspects of Retail Decisions</td>
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<td>6</td>
<td>Retail Organizations/Human Resource Management</td>
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<td>7</td>
<td>Store Facilities Management</td>
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<td>8</td>
<td>Display/Case</td>
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<td>9</td>
<td>Retail Location Management</td>
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<tr>
<td>10</td>
<td>Exam 2; Merchandise Management</td>
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<tr>
<td>11</td>
<td>Merchandise Logistics System</td>
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II. Course Objectives*:

A. Apply basic marketing and management principles to the unique environment of retailing. I, II
B. Understand retail structure and ownership. I
C. Identify and select retail target markets. II, III
D. Make product, price, place, and promotion decisions in the retail environment. I, II, V
E. Apply the principle of human resource management to retailing. II
F. Understand the management of supplier relationships in retailing. II
G. Explain and apply legal and ethical considerations to retailing. IX
H. Evaluate a retailer's management and operations. III, IV, VII

*Roman numerals after course objectives reference goals of the MKT program.

III. Expectations for Student Performance*:

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

1. Describe a customer-focused philosophy of retail management. A
2. Describe several important challenges facing today's retail manager. A, H
3. Discuss three theories of structural change in retailing. B
4. Describe types of retailers, including nonstore retailers. B
5. Evaluate types of retail ownership. B, H
6. Discuss retailer involvement in the international marketplace. B
7. Discuss trends that are changing customer shopping behavior in the 1990s. C, H
8. Name and describe methods of identifying customer groups and explain how to target such groups. C, H
10. Explain how retail trading areas are determined. C, D
11. Describe the types, characteristics, and advantages and disadvantages of retail site locations. C, D
12. Describe current trends in product retailing. A, C, D
13. Apply product decision making criteria. A, D
14. Understand merchandise planning and inventory systems. D, F
15. Explain the relationship between retailers and marketing channels and how it is managed. A, F
16. Discuss sources and technology as they relate to information management in retailing. D, H
17. Discuss the strategic, operational, and aesthetic issues the retailer must consider in the design of a store's exterior and interior. C, D, H
18. Describe human resource challenges retailers face today. E
19. Describe retailing staffing functions and their management. E
20. Apply and evaluate promotion strategies in retailing. D, H
21. Discuss how retailers build customer relationships. D
22. Apply product pricing strategy and methods. D, H
23. Analyze a retailer's financial performance. D, H

*Letters after performance expectations reference the course objectives listed above.

IV. Evaluation:

A. Testing Procedures:

   A minimum of three exams is recommended.

B. Other Evaluation Methods:

   Students will also be evaluated on the basis of projects and cases.

C. Grading Scale:

   92 - 100 A
   89 - 91 B+
   82 - 88 B
   79 - 81 C+
   72 - 78 C
   65 - 71 D
   Below 65 F

V. Policies:

   Attendance Policy:

   Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.