



ILLINOIS VALLEY COMMUNITY COLLEGE

COURSE OUTLINE

DIVISION: Natural Sciences and Business

COURSE: MKT 1220 Sales/Retailing

Date: Spring 2023

Credit Hours: 3

Complete all that apply or mark "None" where appropriate:

Prerequisite(s): None

Enrollment by assessment or other measure? Yes No

If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): None

Consent of Instructor: Yes No

Delivery Method: **Lecture** **3 Contact Hours** (1 contact = 1 credit hour)
 Seminar **0 Contact Hours** (1 contact = 1 credit hour)
 Lab **0 Contact Hours** (2-3 contact = 1 credit hour)
 Clinical **0 Contact Hours** (3 contact = 1 credit hour)

Offered: **Fall** **Spring** **Summer**

CATALOG DESCRIPTION and IAI NUMBER (if applicable):

A basic course designed to give students a broad understanding of the principles, methods, policies, problems, and functions of retailing and sales. Students give sales presentations and study actual retail establishments.

ACCREDITATION STATEMENTS AND COURSE NOTES:

None

COURSE TOPICS AND CONTENT REQUIREMENTS:

Types of Retailers
Multichannel and Omni channel Retailing
Customer Buying Behavior
Retail Market Strategy
Financial Strategy
Retail Locations
Retail Site Location
Information Systems and Supply Chain Management
Customer Relationship Management
Managing the Merchandise Planning Process
Buying Merchandise
Retail Pricing
Retail Communication Mix
Human Resources and Managing the Store
Store Layout, Design, and Visual Merchandising
Customer Service

INSTRUCTIONAL METHODS:

Lecture
Discussion
Case Projects
Field Trips
Guest Speakers
Presentations

EVALUATION OF STUDENT ACHIEVEMENT:

Tests
Quizzes
Case Studies
Project
Attendance
Participation

INSTRUCTIONAL MATERIALS:

Textbooks

Instructor's Manual
Textbook Webpage
Internet

Resources

Business Journals
Textbook Webpage

LEARNING OUTCOMES AND GOALS:

Institutional Learning Outcomes

- 1) Communication – to communicate effectively;
- 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
- 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
- 4) Responsibility – to recognize how personal choices affect self and society.

Course Outcomes and Competencies

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

1. Understand the World of Retailing
 - 1.1 Identify retailing activities
 - 1.2 Realize the importance of retailing
 - 1.3 Analyze the changing retail industry
 - 1.4 Recognize the opportunities in retailing
 - 1.5 Understand the strategic retail management decision process
2. Understand the Types of Retailers
 - 2.1 List the different characteristics that define retailers
 - 2.2 Categorize the various types of food retailers
 - 2.3 Identify the various types of general merchandise retailer
 - 2.4 Explain the differences between service and merchandise retailers
 - 2.5 Illustrate the types of ownership for retail firms
3. Understand Multichannel and Omni channel Retailing
 - 3.1 Understand the channels used by retailers
 - 3.2 Compare the relative strengths of the major retail channels
 - 3.3 Describe the opportunities associated with a true omni channel strategy
 - 3.4 Analyze the challenges facing multichannel and omni channel retailers
4. Understand Customer Buying Behavior
 - 4.1 Describe the process that consumers go through when making decisions
 - 4.2 Identify the different types of buying processes
 - 4.3 Summarize how the economy and social factors affect buying habits
 - 4.4 Determine why and how retailers group customers into market segments
5. Understand Retail Market Strategy
 - 5.1 Define retail strategy
 - 5.2 Illustrate how retailers build a sustainable competitive advantage
 - 5.3 Classify the different strategic growth opportunities retailers pursue
 - 5.4 Identify issues that arise as domestic retailers become global retailers
 - 5.5 Know the steps retailers go through to develop a strategic plan
6. Understand Financial Strategy
 - 6.1 Review the strategic objectives of a retail firm
 - 6.2 Contrast the two paths to financial performance
 - 6.3 Illustrate the use of the strategic profit model
 - 6.4 Review the measures retailers use to assess their performance
7. Understand Retail Locations
 - 7.1 Describe the types of retail locations
 - 7.2 Review the types of unplanned locations

- 7.3 Analyze the characteristics of different types of shopping centers
- 7.4 Discuss nontraditional retail locations
- 7.5 Match the locations to the retailer's strategy
- 7.6 Review the societal and legal considerations in selecting locations
- 8. Understand Retail Site Locations
 - 8.1 Summarize the factors considered in locating a number of stores
 - 8.2 Review the characteristics of a particular site
 - 8.3 Understand how retailers analyze the trade area for a site
 - 8.4 Determine the forecasted sales for a new store location
 - 8.5 Illustrate the site selection process
 - 8.6 Explain the different types and terms of leases
- 9. Understand Information Systems and Supply Chain Management
 - 9.1 Understand the strategic advantage generated by a supply chain
 - 9.2 Describe how information flow in a supply chain
 - 9.3 Consider the flow of merchandise through a supply chain
 - 9.4 Review the considerations and trends in the design of supply chains
- 10. Understanding Customer Relationship Management
 - 10.1 Describe the customer relationship management process
 - 10.2 Understand how customer shopping data is collected
 - 10.3 Explain the methods used to analyze customer data
 - 10.4 Outline how retailers develop their frequent-shopper programs
 - 10.5 Explain various ways to implement effective CRM programs
- 11. Understand how to Manage the Merchandise Planning Process
 - 11.1 Explain the merchandise management organization and performance
 - 11.2 Contrast processes for staple and fashion merchandise
 - 11.3 Describe how to predict sales for merchandise categories
 - 11.4 Summarize the trade-offs for developing merchandise assortments
 - 11.5 Illustrate how to determine the appropriate inventory levels
 - 11.6 Analyze merchandise control systems
 - 11.7 Describe how multistore retailers allocate merchandise to stores
 - 11.8 Review how retailers evaluate the performance of their decisions
- 12. Understand Buying Decisions
 - 12.1 Identify the branding options available to retailers
 - 12.2 Describe how retailers buy national brands
 - 12.3 List the issues retailers consider when buying store-branded international
 - 12.4 Understand how retailers prepare for and negotiate with vendors
 - 12.5 Determine why retailers build strategic relationships with their vendors
 - 12.6 Indicate the legal, ethical, and social responsibilities in buy merchandise
- 13. Understand Retail Pricing
 - 13.1 Explain the difference between high/low and EDLP.
 - 13.2 Identify the factors to consider when pricing merchandise
 - 13.3 Examine how and why retailers take markdowns
 - 13.4 Identify pricing techniques to increase profits and sales
 - 13.5 Indicate legal and ethical issues when setting prices
- 14. Understanding the Retail Communication Mix
 - 14.1 Identify the new media elements
 - 14.2 Identify the traditional media elements
 - 14.3 List the steps involved in developing a communication program
- 15. Understanding Human Resources and Managing the Store

- 15.1 Describe how to acquire and retain employees
- 15.2 Illustrate effective leadership strategies of a retail manager
- 15.3 Explore various strategies retail managers can undertake to control costs
- 15.4 Summarize how retailers are typically organized
- 15.5 Identify the legal issues involved with human resource management
- 16. Understanding Store Layout, Design, and Visual Merchandising
 - 16.1 Identify the critical issues to consider when designing a store
 - 16.2 List the advantages and disadvantages of alternative store layouts
 - 16.3 Describe how to assign floor space
 - 16.4 Illustrate best techniques for merchandise presentation
 - 16.5 Understand how to create a more appealing shopping experience
- 17. Understanding Customer Service
 - 17.1 Identify how retailers balance customer service through personalization
 - 17.2 Explain how customers evaluate a retailer's customer service
 - 17.3 Indicate activities to provide high-quality customer service
 - 17.4 Articulate retailers' service failure strategies