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
Cast 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 or 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 buying 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

   16.1 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