

LAST REVIEW: 2008-09

NEXT REVIEW: 2013-14

STATUS: A

COURSE TITLE: Retailing

COMMON COURSE NUMBER: MKA 2042

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

CLOCK HOURS: 3

Lecture: 3

Lab: 0

Clinic: 0

Other: 0

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION: This course provides an introduction to the management functions unique to retail store operations. Special topics include department store organization, shrinkage prevention, store location and layout, shopping centers, and merchandising. Upon successful completion of this course, the students shall be able to demonstrate competencies needed in retailing positions at the mid-manager and owner-manager level.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. Background and Nature of Retailing
2. Retail Organizational Structures
3. Store Location and Layout
4. Merchandise Buying Function
5. Retail Promotion
6. Merchandise Mathematics
7. Store Operations

EVALUATION: Students may be evaluated using a combination of the following:

Quizzes, Exams, Tests, Performance in state, regional, and local competitions, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Internships, Practicums, Externships, and Research Reports.

*** Complete the following only if course is seeking general education status ***

GENERAL EDUCATION Competencies and Skills*:

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	
2. Speak and listen effectively	
3. Write clearly and coherently	
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	
5. Demonstrate and apply literacy in its various forms: (highlight in green ALL that apply) (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental)	
6. Apply problem solving techniques to real-world experiences	
7. Apply methods of scientific inquiry	
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	
10. Collaborate with others to achieve common goals.	
11. Research, synthesize and produce original work	
12. Practice ethical behavior	
13. Demonstrate self-direction and self motivation	
14. Assume responsibility for and understand the impact of personal behaviors on self and society	
15. Contribute to the welfare of the community	

* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force

Common Course Number: MKA 2042

UNITS:

Unit 1. Background and Nature of Retailing

General Outcome:

- 1.0 The students shall be able to describe the historical development of retailing, present status and future of retail institutions.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 1.1 Write a professional definition of marketing, retailing and merchandising.
- 1.2 Explain the economic function of retailing in our society.
- 1.3 Detail the history of retailing from colonial to modern times.
- 1.4 Explore careers in retailing.
- 1.5 Discuss the future of retailing in the United States with greater insight.
- 1.6 List the primary forces that will have an impact on the world of retailing in the future.
- 1.7 Assess their own career future in retailing.

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Unit 2. Retail Organizational Structures

General Outcome:

- 2.0 The students shall be able to differentiate between the various retail structures and judge which structure would be most appropriate for a retail business.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 2.1 List the advantages and disadvantages of the three major legal organizational forms.
- 2.2 Develop an organizational chart for a typical department store.
- 2.3 List the responsibilities of the major executives of a large retail organization.
- 2.4 Compare organizational and other differences between department stores, specialty chains, independent and franchise operations, and supermarkets.
- 2.5 List the career advantages and disadvantages of working in the basic types of retail establishments.
- 2.6 Assess whether operating a small business of their own is a realistic career opportunity.
- 2.7 List the 12 steps necessary for organizing a successful retail operation.
- 2.8 Develop a retail business plan.

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Unit 3. Store Location and Layout

General Outcome:

- 3.0 The students shall be able to evaluate a retail site as to its profitability potential and properly lay out a store for merchandising activities.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 3.1 List and evaluate a minimum of ten factors they would consider in selecting one community over another as the site for a particular kind of retail store.
- 3.2 List, assign a priority to, and evaluate a minimum of ten factors that shall be considered in selecting a specific site for a retail store within a chosen community.
- 3.3 List five advantages and five disadvantages of locating a retail store inside or outside an expensive, enclosed shopping area.
- 3.4 Name and explain the three common kinds of leases.
- 3.5 Understand why the concept of visual merchandising includes store design, store entrance, internal layout, and all visual effects.
- 3.6 List the psychological barriers and "pull magnets" connected with store entrances.
- 3.7 Explain and list, in order of importance, the basic principles in designing an effective store layout.
- 3.8 List five or more techniques that have made self-service so dominant in retailing today.

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Unit 4. Merchandise Buying Function

General Outcome:

- 4.0 The students shall be able to identify the techniques for acquiring merchandise that will generate maximum profit.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 4.1 Define discretionary income and explain its importance to retailers.
- 4.2 Define the concept of differential advantage and provide examples.
- 4.3 Explain the following terms: market segmentation, market target, and market strategy.
- 4.4 List a minimum of six typical buying motives.
- 4.5 Decide whether or not they shall become retail buyers and, if so, whether or not they shall buy fashions or other types of merchandise.
- 4.6 Apply the formula for open-to-buy.
- 4.7 Determine the buyer's relationship with the advertising department.
- 4.8 List a minimum of five negotiating points between a buyer and a resource.
- 4.9 Describe the relationship between the buyer and the computer.
- 4.10 List the control checkpoints for merchandise from the point of entry until it is paid for and taken home by the customer.
- 4.11 Explain the reasons why control factors are more difficult in a retail store than in a factory or other kind of business.
- 4.12 Prepare and explain the purpose of a six-month merchandising plan.
- 4.13 Explain the interdependency between stock levels and sales expectations.
- 4.14 Describe why the Holiday season requires additional planning.

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Unit 5. Retail Promotion

General Outcome:

- 5.0 The students shall be able to use a promotional mix of advertising, sales promotion, display, and personal selling to increase inventory turnover.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 5.1 Evaluate their potential as professional sales people.
- 5.2 Detail the total selling process and list the techniques involved in each of the steps.
- 5.3 Train others to be more professional at selling.
- 5.4 Describe the role of personal selling in the modern retailing scene.
- 5.5 List and evaluate the most important available media from the retailer's point of view.
- 5.6 Sketch a rough draft of a good institutional and promotional newspaper ad.
- 5.7 Assess their own personal potential as far as retail advertising is concerned.
- 5.8 Select promotional leaders in a variety of merchandise classifications.
- 5.9 Identify, critique, and sketch an effective boutique display.
- 5.10 Recognize, evaluate, and design an effective promotional display.
- 5.11 Apply the two basic display theories discussed.
- 5.12 Assess the impact of selling signs on displays.

Common Course Number: MKA 2042

Unit 6. Merchandise Mathematics

General Outcome:

- 6.0 The students shall be able to perform the mathematical computations commonly used in retailing.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 6.1 Define the basic accounting terms used in retailing.
- 6.2 Interpret a balance sheet correctly.
- 6.3 Prepare a simplified income statement for a small store.
- 6.4 Explain the difference between net profit as a percentage of sales and as a return on capital investment.
- 6.5 Compute stock turnover figures.
- 6.6 Explain why such figures constitute a barometer of efficiency and good merchandising.
- 6.7 List the various kinds of stock control systems.
- 6.8 Construct a price line on a given merchandise classification for a specific market.
- 6.9 Explain the importance of effective price points and how they fit into price lines.
- 6.10 Explain the various mark up and mark down theories.
- 6.11 Correctly complete a mark up problem.
- 6.12 Understand and calculate Markup, Cost and Retail both in dollars and as a percent.
- 6.13 Explain the importance of the beginning of the month inventory planning and the equation used to determine what the sales:stock ratio shall be for planning purposes.

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Unit 7. Store Operations

General Outcome:

- 7.0 The students shall be able to discuss the competencies needed to advance to a mid-management position in a retail store.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 7.1 Create personnel and other store policies for a large retail store or a small store.
- 7.2 List and explain the security control principles used in retail operations.
- 7.3 Explain the various percentage of sales dollar control figures used under branch control systems.
- 7.4 Discuss maintenance responsibilities from a "behind-the-scenes" point of view.
- 7.5 Evaluate customer services that a particular store shall or shall not offer.
- 7.6 List the reasons big retailers consider credit a selling tool.
- 7.7 Explain the role of the computer in the operation of a successful credit program.
- 7.8 Convert a merchandise exchange into a more profitable sale.
- 7.9 Handle customer complaints more effectively.
- 7.10 Define the concepts of human relations and productivity, MBO, and scrambling.
- 7.11 Sketch an organizational chart for a personnel department in a large retail operation.
- 7.12 Discuss retail compensation systems and union penetration within the retail industry.
- 7.13 Explain the impact of the seventy/thirty cost-effective theory as it relates to part-time employees.