Alexandria Technical and Community College

MKTG 1505: Retail Management and Merchandising

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: **
OJT Hours/Week: **
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course develops the learner's understanding of the field of retailing and the role of retailing in the distribution process. This course traces the evolution of retailing and deals with contemporary challenges and opportunities in the field. This course approaches the study of retailing in the strategic context. The major focus of this course is on the need for developing and implementing retail strategies in the face of rapid change in today's retail environment.

B. COURSE EFFECTIVE DATES: 03/13/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Describe the significance, framework, and career paths found in the retail industry.
2. Apply financial components and strategic planning used by retailers.
3. Categorize retailers by ownership and store-based strategy mix.
4. Describe non-store based retailing and direct marketing.
5. Link the understanding of consumers through demographics and psychographics to successful strategies.
6. Describe relationship retailing and technological advances and their impact on contemporary retailing.
7. Apply trade-area analysis and the process of site selection in choosing a store location.
8. Explain pricing strategies and operational dimensions of retailers.
9. Describe the elements of store atmosphere in developing image.

D. LEARNING OUTCOMES (General)

1. The learner will be able to explain the concepts of retail strategies and categorization of retail enterprises by strategy mix.
2. The learner will be able to explain the importance of understanding consumers, technological advances in retailing and the decision-making process in site location, and trading-area analysis.
3. The learner will be able to describe various organizational methods used by retailers, explain key operating aspects in operational areas and describe pricing, image, merchandising strategies and methodology.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted