

Minnesota State College Southeast

RESL 2224: Retail Buying

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: 6

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The focus of this course is placed on the essentials of effective retail buying. It covers planning the buy, locating resources, negotiating the buy and calculating the gross margin percentage on the merchandise selected. This course also looks at the importance of trend analysis as a buying tool. (Prerequisite: Instructor Approval) (3 credits: 0 lecture/3 lab)

B. COURSE EFFECTIVE DATES: 09/29/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Analyze classifications
2. Analyze gross margin
3. Analyze merchandising distribution trends
4. Analyze merchandising trends
5. Analyze pricing trends
6. Analyze retail market trends
7. Apply slow-sell reduction techniques
8. Balance inventory levels
9. Choose merchandise vendors
10. Compare actual sales/planned sales
11. Compare sales-stock relationship
12. Compute gross margin percent
13. Create buying plan
14. Create model stock plan
15. Describe inventory control trends
16. Describe merchandising trends
17. Distinguish slow-sell merchandise
18. Establish reorder points
19. Explain classification breakdowns
20. Identify buyer duties/responsibilities
21. Identify merchandising trends
22. Identify retail technology trends
23. Identify vendor quality
24. Identify vendor service
25. Increase stockturn
26. Monitor daily sales
27. Negotiate purchase
28. Plan markdowns
29. Plan price points
30. Plan purchases
31. Plan reductions
32. Plan sales
33. Plan stock-to-sales ratios
34. Plan stock-turn ratios
35. Plan stocks
36. Prepare trend analysis
37. Prepare vendor analysis
38. Solve buying problems

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted