Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 327

Course Title: Retail Management and Strategies

Number of: Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: The developing of policies, methods and managerial strategies to accommodate the rapidly changing retail environment. Prerequisites: MGMT 150, junior standing. Offered even Fall.

Prerequisite(s)/Corequisite(s): MGMT 150, junior standing.

Text(s): Textbooks listed are not necessarily the textbooks used in the course.

Most current editions of the following:


Course Objectives:

- To provide a general overview of the retailing industry.
- To describe retail institutions by ownership, store-based, location, merchandise, and consumer strategies.
- To explain merchandise management and pricing strategies.
- To discuss the integration of retail strategy.

Measurable Learning Outcomes:

- Identify and explain retail institutions by ownership types.
- Identify and explain retail institutions by store-based strategy mix.
- Identify and analyze the variables used in selecting a general retail store location and a specific site location.
- Explain the inherent differences in human resource management in retail stores.
- Identify and assess the variables in store operation management.
- Calculate retail merchandising formulas.
- Develop a merchandise plan.
- Critique different target customers based on retail store-based and merchandise strategy.
- Assess the variables involved in determining store image.
- Assess current trends in retailing.
Topical Outline (major areas of coverage):

Every business administration course includes a written and oral presentation component.

- Overview of strategic retail management
- Situation analysis
- Targeting customers and gathering information
- Choosing a store location
- Managing a retail business
- Merchandise management and pricing
- Communicating with the customer
- Integrating and controlling retail strategy

Recommended maximum class size for this course: 30

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Joann Wayman
Name ____________________________ Signature _______________________

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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