

Minnesota State University Moorhead

MKTG 335: Retail Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

An analysis of the activities involved in selling goods and services to the final consumer with an emphasis on retail institutions.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Strategic Planning in retailing.
2. Identifying and understanding the retail customer
3. Evaluating the retailer's competitive position.

4. Managing the supply chain
5. Legal and ethical behavior
6. Gathering and processing consumer information
7. Trading area analysis and site selection
8. Managing a retailer's finances
9. Merchandise pricing
10. Developing and implementing merchandise plans.
11. Managing promotion and the retail image
12. Store layout and design
13. Human resource management in a retail setting.
14. Merchandise buying

D. LEARNING OUTCOMES (General)

1. Knowledge
2. Comprehension
3. Application
4. Analysis
5. Synthesis
6. Evaluation
7. Writing
8. Team Building
9. Self-Directed Learning

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted