

## CUMBERLAND COUNTY COLLEGE

Course: BU 219 Retailing

Credits: 3

Prerequisites: RD 100, EN 060

### Description:

This course includes the principles of understanding successful retailing including the analysis of a store location, equipment and layout, organization of market contracts, selecting, buying and receiving merchandise, and the development of a retail sales program

### Learning Outcomes

At the completion of this course, students should be able to:

- Demonstrate knowledge of consumer behavior
- Identify methods of planning, buying, and managing inventory
- Identify different retailing formats.
- Analyze consumer evaluations of retail offerings.
- Formulate retail marketing strategies.
- Apply retail management concepts and practices to real world situations

### Topical Outline

- Introduction to the World of Retailing
- Types of Retailers
- Multichannel Retailing
- Customer Buying Behavior
- Retail Market Strategy
- Financial Strategy
- Retail Site Location
- Human Resource Management
- Information Systems and Supply Chain Management
- Customer Relationship Management
- Managing the Merchandise Planning Process
- Buying Merchandise
- Retail Pricing
- Retail Communication Mix
- Managing the Store
- Store Layout, Design, and Visual Merchandising
- Customer Service

Text: Levy, Michael, Weitz, Barton A., Beitelspacher, Lauren S. (2012). *Retailing Management* (8<sup>th</sup> ed.). McGraw Hill Irwin

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

### **Before Withdrawing From This Course**

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.