

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

BSAD 220 - PRINCIPLES OF RETAILING

Prepared By: Nicholas Kocher

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
APRIL 2015**

- A. **TITLE:** Principles of Retailing
- B. **COURSE NUMBER:** BSAD 220
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:**
 This course represents a pragmatic approach to the study of retailing. Students identify best practices in retailing by examining case studies of real-world retail businesses. Students explore retail management alternatives relating to buying, pricing, sales promotion, customer service, store design, and staffing.
- I. **PRE-REQUISITES/CO-REQUISITES:**
 a. Pre-requisite(s): 15 credits earned; or permission of instructor
 b. Co-requisite(s): none
- J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Identify best practices in operating a retail business.	2. Crit. Thinking
b. Classify the components of successful retail managers.	2. Crit. Thinking
c. Explain operational procedures that include buying, pricing, sales promotion, customer service, store design, and staffing.	2. Crit. Thinking
d. Discuss the application of retailing theory by examining real world examples from marketing literature.	2. Crit. Thinking

- K. **TEXTS:**
 Levy, Michael, and Weitz, Barton A., Retailing Management, 9th Edition, McGraw-Hill, 2014.
- L. **REFERENCES:** none
- M. **EQUIPMENT:** Technology Enhanced Classroom
- N. **GRADING METHOD:** A-F

O. MEASUREMENT CRITERIA/METHODS: Assignments, quizzes, exams, and participation.

P. DETAILED COURSE OUTLINE:

I. Introduction

- A. Opportunities in Retailing
- B. Careers in Retailing
- C. Historical Perspectives
- D. Classification of Retailers
- E. Retail Change

II. Retail Planning and Strategy

- A. Consumer Behavior
 - 1. Consumer Goods Classification
 - 2. Consumer Buying Decisions
- B. Strategic Planning
 - 1. Business Objectives
 - 2. Store Image
 - 3. Target Market
 - 4. Market Segmentation
 - 5. Retailing Mix
 - 6. Differential Advantage
- C. Store Location
 - 1. Trading Area
 - 2. Types of Shopping Areas
 - 3. Site Considerations
- D. Store Design and Layout
 - 1. Exterior Design Decisions
 - 2. Interior Design
 - a. Layout
 - b. Traffic Flow

III. Staffing

- A. Employee Qualifications
- B. Part-Time Employees
- C. Scheduling

IV. Merchandise Management

- A. Assortment Planning
 - 1. Target Market
 - 2. Depth
 - 3. Breadth
- B. Buying
 - 1. Sources
 - 2. Available Terms of Sale
 - 3. Supplier Relations
- C. Pricing
 - 1. Price-Quality Image
 - 2. Price Policies
 - 3. Markup
 - 4. Pricing Adjustments

- 5. Break-even Analysis
- D. Merchandise Control
 - 1. Turnover Rate
 - 2. Inventory
 - 3. Stock Shortage

V. Retail Promotion and Services

- A. Advertising
- B. Personal Selling
- C. Display
- D. Credit
- E. Delivery

VI. Accounting and Expense Control

- A. Accounting Records
- B. State and Federal Reports
- C. Computer Usage

VII. Problems and Barriers to entry

- A. Equity funds
- B. Sex, color, religion
- C. Licenses and permits
- D. Zoning restrictions