

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



MASTER SYLLABUS

BSAD 220 – Principles of Retailing

Created by: Nicholas Kocher

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2019**

- A. **TITLE:** Principles of Retailing
- B. **COURSE NUMBER:** BSAD 220
- C. **CREDIT HOURS:** 3 credit hours: three lecture hours per week for 15 weeks.
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Fall
- G. **COURSE 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.
- H. **PRE-REQUISITES/CO-REQUISITES:**
- a. **Pre-requisite(s):** 15 credits earned, or permission of instructor
- b. **Co-requisite(s):** None
- c. **Pre- or co-requisite(s):** None

I. **STUDENT LEARNING OUTCOMES:**

<u>Course Student Learning Outcome [SLO]</u>	<u>PLO</u>	<u>GER</u>	<u>ISLO</u>
a. Identify best practices in operating a retail business.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2 [CA]
b. Classify the components of successful retail managers.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2 [CA, IA]
c. Explain operational procedures that include buying, pricing, sales promotion, customer service, store design, and staffing.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2[CA, IA]
d. Discuss the application of retailing theory by examining real world examples from marketing literature.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2[CA, IA, PS]

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes _____ No x

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. **SUGGESTED 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

Q. LABORATORY OUTLINE: None