MASTER SYLLABUS

BSAD 220 – Principles of Retailing

Created by: Nicholas Kocher
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:**

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>PLO</th>
<th>GER</th>
<th>ISLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Identify best practices in operating a retail business.</td>
<td>Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management</td>
<td></td>
<td>2 [CA]</td>
</tr>
<tr>
<td>b. Classify the components of successful retail managers.</td>
<td>Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management</td>
<td></td>
<td>2 [CA, IA]</td>
</tr>
<tr>
<td>c. Explain operational procedures that include buying, pricing, sales promotion, customer service, store design, and staffing.</td>
<td>Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td></td>
<td>2 [CA, IA]</td>
</tr>
<tr>
<td>d. Discuss the application of retailing theory by examining real world examples from marketing literature.</td>
<td>Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td></td>
<td>2 [CA, IA, PS]</td>
</tr>
<tr>
<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>---------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Communication Skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oral [O], Written [W]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Critical Thinking</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Foundational Skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Social Responsibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

J. **APPLIED LEARNING COMPONENT:** Yes___ No___

K. **TEXTS:**

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