

COURSE INFORMATION

Course Prefix/No:	MKT-265
Course Title:	RETAILING STRATEGIES AND APPLICATIONS
Lec Hrs/Week:	3.0
Lab Hrs/Week:	0.0
Credit Hrs/Semester:	3.0

DL ATTENDANCE/VA STATEMENT TEXTBOOK INFORMATION

COURSE DESCRIPTION

This course is a study of the applications and management of business strategies in the retailing industry, including business planning, site selection, merchandise management, pricing strategies, promotions strategies, store organization and layout.

COURSE COMPETENCIES

To complete this course successfully, a student should be able to:

Module 1 – The Retailing Environment

- Define “retailing” and discuss retailing within the context of “marketing”
- List and discuss advantages and disadvantages of a career in retailing
- Contrast in-store retailing with non-store retailing
- Contrast the retailing of services with the retailing of goods

Module 2 – Retailing Operations

- Recognize the needs and motivations of customers
- Define and discuss “target marketing”
- Compare the retail image and promotional strategies appropriate for various target markets
- Discuss retail employee relations within the context of “Human Resource Management”
- Identify different methods of retail organization and discuss business practices appropriate to each
- Discuss merchandise selection in relation to the target market
- Identify various sources of merchandise and discuss the buying process
- Identify and discuss different strategies of retail pricing and the situations in which each is appropriate
- Recognize the nature of retail financial management
- Identify and discuss important factors in trading-area analysis and site selection
- Discuss store layout in the context of store image and the target market as well as in terms of delivery, storage, stocking, and maintenance

MINIMUM STANDARDS

The letter-based grading system (A, B, C ...) is explained in the York Technical College Catalog and Handbook. A letter grade of "C" is required for this course to count toward graduation from a business program degree or certificate.

COURSE REQUIREMENTS

PREPARATION: At the first class meeting, the instructor will provide an addendum to this syllabus that will include:

- Instructor contact information
- Text book(s) identification
- Term assignments (readings, projects, etc.)
- Number and type of graded events and the relative weight of each
- Other section-specific information

For the remaining class meetings, come to class prepared to express and defend your interpretations of the assigned material.

ATTENDANCE: Students who are absent from a class more than 20 percent of the hours assigned will be withdrawn. (YTC Catalog and Handbook) Absences are counted from the first scheduled class. Students should be in place and ready at the scheduled class start time and should plan to remain until class is dismissed at the end of the period. Late arrivals and early departures are disruptive and discourteous and may count as an absence.

ACADEMIC HONESTY: Any student caught cheating or involved in any other academic dishonesty will be given a grade of zero and will be subject to further disciplinary action. (YTC Catalog and Handbook)

PERSONAL CONDUCT: The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship. (YTC Catalog and Handbook) The College reserves the right to decline admission, to suspend, or to require the withdrawal of anyone whose conduct is disruptive to the educational process. (YTC Catalog and Handbook)

EVALUATION STRATEGIES/GRADING

The course letter grade will be based on a 100 percentage-point scale with ten point segments on the scale separating each letter:

A = 90 to 100

B = 80 to 89

C = 70 to 79

D = 60 to 69 (does not count toward a graduation requirement in business)

F = less than 60 (does not count toward a graduation requirement degree)

Your final course grade will be based on the results of evaluation events (tests, quizzes, projects, reports, etc.) in the following approximate proportions:

20 percent – Module 1
80 percent – Module 2

Components making up the course grade consist of one (or more) test(s) per module. Other graded events (quizzes, projects, reports, etc.), if any, will be specified by the instructor in the instructor addendum to this syllabus.

All graded events are optional. Declining to complete a graded event within the scheduled time frame will result in no score (a zero) for that event.

ENTRY LEVEL SKILLS

Admission to a York Technical College degree, diploma, or certificate program, or equivalent admission in a sister institution constitutes possession of entry-level skills.

PREREQUISITES

None

CO-REQUISITES

None

TOPIC/CONTENT OUTLINE

- Definition of “retailing” and overview of retailing career opportunities
- Planning the store (target market, store location, merchandise, layout)
- Retailing organization and human resource management
- Understanding the customer
- Merchandise assortment and control
- Pricing decisions
- Retail sales, promotion and advertising
- Customer services
- Service retailing and non-store retailing

Notes to topic/content outline:

- Topics may be covered in a different sequence
- Topics listed may not receive equal attention – some topics may be combined with other topics for instructional purposes
- Ethics, physical environment, social/cultural/political concerns, technological change, etc., are not addressed separately in the course but rather are considered to be integral to the study