COURSE OUTLINE OF RECORD

Number: MKTG G135  TITLE: Retail Management

ORIGINATOR: Alice Rivera  EFF TERM: Fall 2015
FORMERLY KNOWN AS:
CROSS LISTED COURSE:

TOP NO: 0506.50

SEMESTER UNITS: 3.0
HRS LEC: 54.0  HRS LAB: 0.0  HRS OTHER: 0.0
CONTACT HRS TOTAL: 54.0
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
Studies deal with the operations of an established retail business. Problems of merchandising (buying, pricing, stock control, credit control, public and personnel relations) are considered. Emphasis is placed upon solution of actual retail problems.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
Business
Management
Marketing

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X]  UC/CSU Transferable[ ]  Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: C

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X]  Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Business Administration(Certificate of Achievement)
Marketing Management Option(Certificate of Achievement)
Retail Management(Certificate of Achievement)
Small Business Management Option(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
Degree Applicable
AA Degree Applicable

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. list and explain retail organizations, merchandising techniques, promotional possibilities, and control methods of retailing.

2. articulate the basic thinking and methods used in operating and managing a retail business.

3. explain retail price theory and various options and pricing techniques.

**COURSE OBJECTIVES:**
1. list and explain retail organizations, merchandising techniques, promotional possibilities, and control methods of retailing.
2. articulate the basic thinking and methods used in operating and managing a retail business.
3. explain retail price theory and various options and pricing techniques.

**COURSE CONTENT:**

**LECTURE CONTENT:**

A. Retailing in transition—retailing today: Its structure and environment.

B. Retailing opportunities and careers
   A. Basic requirements for successful store management
   B. Opportunities and careers in retailing

C. The retail store
   A. Store location
   B. Store building, fixtures, and equipment
   C. Arranging the store's interior—layout

D. Retail organization
   A. Structure of the retail firm
   B. Retail personnel management

E. Merchandise management
   A. Buying the right merchandise; basic considerations
   B. Buying: Selecting merchandise resources and suitable merchandise
   C. Buying: Negotiations with merchandise resources
   D. Merchandise management
   E. Handling and controlling incoming merchandise
   F. Pricing

F. Sales promotion and customer services
   A. Advertising and display
   B. Other nonpersonal methods of sales promotion
   C. Personal salesmanship
   D. Customer services
   E. Credit and collections

**METHODS OF INSTRUCTION:**

A. Lecture:
B. Dist. Ed – Delayed Interaction:
C. Online:
D. Independent Study:

**INSTRUCTIONAL TECHNIQUES:**

**COURSE ASSIGNMENTS:**
Reading Assignments

Out-of-class Assignments
Case study analysis
Writing Assignments

Essay examinations
Case study assessments

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

Through examinations and case studies, the student must show the ability to read and comprehend a stated business problem, develop alternative actions, select a reasonable solution and justify that selection.

Required Writing, Problem Solving, Skills Demonstration:

Essay examinations Case study assessments

TEXTS, READINGS, AND RESOURCES:

TextBooks:

LIBRARY:

Adequate library resources include: Print Materials

Comments:

Attachments:

Attached Files