BMK 60 Course Outline as of Fall 1981

CATALOG INFORMATION

Dept and Nbr: BMK 60 Title: RETAIL MARKETING
Full Title: Retail Marketing
Last Reviewed: 5/9/2016

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00 Total Student Learning Hours: 157.50

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

Catalog Description:
Survey of independent, chain and department store merchandising operations and management. Analysis of problems concerning store location and layout, organization, buying, pricing, sales promotion, inventory planning and control and merchandising policies. Core course in the Retail Merchandising Management Certificate program.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100A or ENGL 100 or ESL 100.

Limits on Enrollment:

Schedule of Classes Information:
Description: Survey of independent & chain store merchandising operations & management. Core course in certificate program. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100A or ENGL 100 or ESL 100.
Limits on Enrollment:

Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:	Fall 2020
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Student will learn:
1. role and contribution of retail establishments in the American society
2. an understanding of the environment of retailing and the management functions and philosophy of the retail manager;
3. of various career choices in retailing;
4. to develop skill, through the use of cases and projects, in the solving of varied functional problems in retailing.

Topics and Scope:

1. Merchandising and Retail Stores
   Introduction to retail merchandising, retail institutions, the customer, establishing a store, store location, and store layout.
2. Organization & Personnel Practices
   Department store organization, chain store organization, personnel management.
3. Buying, receiving, and pricing
   Merchandise policies, interpreting consumer demand, relations with resources, terms of purchase, receiving & marketing of merchandise and pricing of merchandise.
4. Costs, Profits, and Controls
   Merchandise planning, markon planning, merchandise control, the store operating statement
5. The Retail Selling Effort
   Advertising, personal selling & display

Assignment:

Analysis of case studies; written and oral reports. Retail projects for

local retail economy examinations.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Essay exams	Writing 20 - 30%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Field work	Problem solving 20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None	Skill Demonstrations 0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false	Exams 50 - 60%

Other: Includes any assessment tools that do not logically fit into the above categories.

None	Other Category 0 - 0%

Representative Textbooks and Materials:
ESSENTIALS OF RETAILING, D. Lewison, 1989.
MODERN RETAILING, Mason & Meyers 1990.