BMK 60 Course Outline as of Fall 2010

CATALOG INFORMATION

Dept and Nbr: BMK 60 Title: RETAIL MERCHANDISING
Full Title: Retail Merchandising Management
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, human resources, buying including software, pricing, sales promotion, inventory planning and control, merchandising policies, and retail trends.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Survey of independent, chain and department store merchandising operations and management. Analysis of problems concerning store location and layout, human resources, buying including software, pricing, sales promotion, inventory planning and control, merchandising policies, and retail trends. (Grade or P/NP)
Prerequisites/Corequisites:

Recommended: Eligibility for 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:
Upon completion of this course, the student will be able to:
1. Critique the role and contribution of retail establishments in the global marketplace and appraise employment opportunities worldwide.
2. Evaluate the environment of retailing, management functions, effective strategies and organizational structures used by retail management.
3. Judge distribution and information systems with the intention to build sustainable competitive advantage based on a strategic profit model.
4. Develop skill, through the use of cases and projects, in the solving of varied functional problems in retailing.
5. Critique a retail image used to establish and maintain communication with customers and assess customer relationship management.
6. Compare and contrast nontraditional forms of retailing and summarize the principle capabilities required to manage a profitable retail multichannel business.
7. Survey buying systems, international sourcing decisions, and guidelines for maintaining strategic vendor relationships.
8. Examine effective retail floor plan layout and design of physical space.
9. Develop customer service strategies to positively influence customer perception of service quality.

Topics and Scope:

Topics will include, but not be limited to:
A. Introduction to retailing
   1. Historical overview
   2. Building and sustaining relationships in retailing
   3. Strategic planning in retailing
   4. Careers in retailing

B. Situation analysis and organizational structure
1. Retail institutions by ownership
2. Retail institutions by store based strategy mix
3. Web, non-store based and other forms of nontraditional retailing

C. Targeting customers, gathering information, and selecting a location
1. Identification and understanding consumers
2. Information gathering systems and processing in retailing
3. Trading area analysis
4. Site selection, layout, design and space planning

D. Managing a retail business
1. Retail organization and human resource management
2. Operations management: financial dimensions
3. Operations management: operational dimensions

E. Merchandise management and pricing
1. Developing strategic merchandise plans
2. Implementing merchandise plans
3. Financial merchandise management
4. Pricing strategies in retailing

F. Communicating with the customer
1. Establishing and maintaining a retail image
2. Researching customer expectations and perceived level of service
3. Overview of customer relationship management
4. Promotional strategies

G. Integrating and controlling the retail strategy
1. Retail information systems and supply chain management
2. Retail communication mix
3. Controlling costs
4. Measuring service performance

Assignment:

Assignments will include, but not be limited to:
1. Reading assignments of between 10-30 pages per week
2. Case studies that illustrate various functional problems in retailing
3. Individual or group report: traditional/nontraditional retail analysis
4. Written projects on local retail economy considering target market, competitors, and potential to increase market share
5. Field work or written projects regarding retail merchandising management
6. Writing assignment: analysis of multichannel retailer examining layout, design, and flexibility of merchandising techniques and/or strategies
7. Two to three exams, two of which should include short essay(s) based on case studies

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 project, writing assignment	Writing 20 - 30%

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

Field work for in-class session and case studies for online classes	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.

Essay and case studies	Exams 30 - 50%

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

Attendance and participation	Other Category 0 - 10%

Representative Textbooks and Materials:
Retailing Management, by Witz and Levy, Prentice-Hall, 2009.