COURSE INFORMATION FORM

DISCIPLINE  BSAD
COURSE TITLE  Retail Management

CR.HR  3  LECT HR  3  LAB HR  _______  CLIN/INTERN HR  _______  CLOCK HR  _______

CATALOG DESCRIPTION

This course presents an overview of the retail management environment from the beginning to the end of the retail value chain. It explores the current retail environment and key retail management strategies ranging from managing merchandise and employees to advertising and promotion. The course incorporates environmental, demographic and social issues into the discussion of retail operations. Issues concerning merchandising, customer experience, retail channels, diverse customer demographics, and other industry trends are examined. Students gain an understanding of how to manage in the highly competitive retail environment.

PREREQUISITES

None

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)

Upon completion of this course, the student will be able to:

1. Describe an understanding of the history and function of retail management.
2. Differentiate an alternative means of presentation to accommodate customers’ lifestyles.
3. Identify how to develop a retail strategy.
4. Analyze and contrast different retail formats (i.e., franchise, “big box”, service and non-store).
5. Employ the marketing mix into the retail environment.
6. Demonstrate an understanding of the planning and managing merchandise inventory.

GENERAL EDUCATION OUTCOMES (ESO)

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

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<tr>
<th>Outcomes</th>
<th>ESO</th>
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PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

A.A.S. in Business

Students will communicate effectively within the business environment
- Present information orally
- Demonstrate effective written communication
- Exhibit positive interpersonal communications

Students will demonstrate the ability to learn, analyze, and apply business solutions in a global environment
- Exhibit an understanding of professional ethics and social responsibility

Students will function in a business environment as an individual, team member, and leader
- Demonstrate management functions

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Examinations/Quizzes containing true-false, multiple choice, short answer and essay questions (1-6)
2. Presentation of retail management case study or current event article (1-6)
3. Written critique of existing retail operation (1-6)
4. Problem solving exercise (1-6)
COURSE OUTLINE FORM

DISCIPLINE: BSAD

COURSE TITLE: Retail Management

Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Background Information about Retail Customers and Competitors
   A. Function of Retailers
   B. Types of Retailers
   C. Selling Channels (i.e., stores, the Internet, catalogs)

II. Strategic Decision-Making of Retail Management
   A. Developing a Retail Market Strategy and Associated Financial Strategy
   B. Develop an Organization and Human Resource Strategy
   C. Examine Systems to Control Information and Merchandise
   D. Approaches to Managing Customer Relations

III. Merchandise Management
   A. Evaluating Merchandise Performance
   B. Forecasting Sales
   C. Determining Appropriate Inventory Levels
   D. Buying Merchandise
   E. Establishing Prices
   F. Communicating Brand Image to Customers

IV. Store Management
   A. Managing Store Employees
   B. Controlling Costs
   C. Presenting Merchandise
   D. Providing Customer Service