

Grande Prairie Regional College

Business Administration

Course Outline

BA 2080 RETAILING AND MERCHANDISING

Winter 2000

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**TEXT:** Canadian Retailing, Third Edition, Mason, J.B., Mayer, M.L., Ezell, H.F., Laroche, M., McDougall, G.H.G., McGraw-Hill Ryerson Limited, 1997.

\* Text will be utilized extensively for this course.

**SUGGESTED READING:**

Power Retail, Stevenson, L.N., Schlesinger, J.C., Pearce, M.R., McGraw-Hill Ryerson Limited, 1999.

**PREREQUISITE:** BA 1090 or consent of instructor.

**COURSE DESCRIPTION:**

This course examines the field of retailing and merchandising from a practitioner's point of view. Mixing lectures with case studies and the examination of existing retail sites, an understanding of the following concepts is developed: site analysis, store planning, interior design, layout, and space/productivity ratios. Stock buying, inventory control, principles of pricing, customer services, and concepts of expense management are also discussed. Guest lecturers will be used.

**COURSE OBJECTIVES:**

1. To understand the retail customer - motives for shopping, the purchase process, influences on the customer.
2. To develop the retail strategy and the mindset to go with it.
3. To learn and understand about the Retailing Mix - store design, location, merchandise planning, purchasing, pricing, selling, promotion, customer-focus.
4. To learn how to evaluate strategies.

**ATTENDANCE:**

The student is expected to attend classes on a regular basis and contribute to the activities and discussions that take place.