

Grande Prairie Regional College

Business Administration

Course Outline

BA 2080 RETAILING AND MERCHANDISING

Winter 2003

INSTRUCTOR: Francois J. Fournier
OFFICE: K222
TELEPHONE: 539-2230
FAX: 539-2811
EMAIL: ffournier@gprc.ab.ca
TEXT: Canadian Retailing, Fourth Edition, Laroche, M., McDougall, G.H.G., McGraw-Hill Ryerson Limited, 2000.

SUGGESTED READING:

Radical Marketing, Hill, Sam, Rifkin, Glenn, HarperCollins Publishers Inc., 1999.

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: what is retailing, what is merchandising, store layout and design. Some different approaches to retailing, customer services, and entrepreneurship 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 some different approaches to the Retailing.
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.

MARKS: Marks will be distributed in the following manner:

Mid term:	30%
Project:	25%
Final Exam:	35%
In Class:	<u>10%</u>
Total:	100%

PROJECT: Students will be expected to complete an individual Project that deals with the development of a Retail Strategy for a business. Details will be provided separately. The instructor must approve the Project