

Grande Prairie Regional College

Winter 2002

RETAILING AND MERCHANDISING

BA 2080 3(3-0-0)

Instructor

Gwen Hoyseth
Room E401-16
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Office Hours

M 11:00-12:00
F 10:30-11:30
or by appointment. Making an appointment
is usually better

Transferability

Some universities or colleges may accept
this course for transfer credit. Please check
with the receiving institution.

Records Retention

Class records, including final exams, will be maintained for one year after the last day of this
course. These records will then be destroyed in a secure manner. Any unclaimed student term
tests or assignments will be destroyed within 30 days of the last class. Selected student projects
may be kept and shown as examples for future classes provided that the proper consent form has
been signed.

Text

Canadian Retailing, Fourth Edition,
Michel Laroche and Gordon H.G. McDougal. McGraw-Hill Ryerson Limited 2000

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 service, and concepts of expense management are also discussed. A study of recent trends in the retail industry as well as new approaches to retailing, customer service and entrepreneurship will round out the course.

Prerequisites

BA 1090 or consent of instructor

Attendance

To get the most out of this course, regular attendance and participation in class activities and discussions is required. As such, 10 percent of your final grade will be determined by class attendance.

Attendance will be taken at every class. If you must miss a class please phone me and leave a message on my voice mail **prior** to the class. Alternatively, you may send me an email. If I receive notice along with an explanation, you will not be penalized for missing the class.

Marks

Marks will be determined in the following manner:

Mid term:	25%
Project:	20%
Class participation	10%
Final Exam	30%
Case Studies/Assignments	15%

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.