

GRANDE PRAIRIE REGIONAL COLLEGE

BUSINESS ADMINISTRATION

COURSE OUTLINE

BA 2080 RETAILING AND MERCHANDISING

Fall 1996

INSTRUCTOR: Sharon Bell**OFFICE:** C 413**TELEPHONE:** (W) 539-2007
(H) 568-3127**TEXT:** Retailing, Fifth Edition. Lewison, D.M. Merrill Publishing Co., Columbus, Ohio, 1989.

*Text will be utilized heavily in this course.

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. Videos and guest lecturers are used where appropriate.

- COURSE OBJECTIVES:**
1. To explain what merchandising factors are involved with offering the right product...in the right quantities...in the right place...at the right time...at the right price...by the right appeal.
 2. To understand the criteria and procedures consumers use in different purchase problem situations.
 3. To identify the need for fiscal control as an essential ingredient in any successful retail operation.

4. To understand and make the "which" and "how many" product decisions.
5. To understand design features necessary to create a store atmosphere conducive to buying.
6. To plan an acceptable balance between merchandise inventories and sales.
7. To identify the activities involved with physically getting the merchandise into the store and onto the shelves.
8. To describe the buying methods used in the actual purchasing of merchandising.
9. To identify and define the five major components of the retailer's promotional mix.
10. To understand the basic techniques for matching job requirements with employee attributes.
11. To describe the methods by which retailers set their price.
12. To comprehend the need to support the product mix with adequate customer services.

GRADING:

Final Grades will be compiled in this manner:
(Conversion from percentage to stanines will occur).

Current Retail Events Reports	10%
Quizzes (3)	20%
Retail Project (Written and Oral)	30%
Final Exam	20%
Attendance and Effort	20%

COURSE CONTENT:

Retail Overview	Sept. 6-13	Ch. 1,2
Retail Specialization	Sept. 16-23	Ch. 17,18
QUIZ	Sept. 25	
Environmental Analysis	Sept. 27-Oct.9	Ch.3-5
Resource Assessment	Oct. 11-21	Ch. 6,7
QUIZ	Oct. 23	
Market Analysis	Oct. 25,28	Ch. 8
Merchandise Management	Oct. 30-Nov.1	Ch. 9
Merchandise Logistics Systems	Nov. 4,6	Ch. 10
Retail Pricing	Nov. 8,13	Ch. 11
Customers	Nov. 15,18	Ch. 12,13
QUIZ	Nov. 20	
Information Systems	Nov. 22,25	Ch. 14
Strategic Retail Mngt.	Nov. 27,29	Ch. 15
Adaptive Retail Strategies	Dec. 2,4	Ch. 16
FINAL EXAM	Dec. 9-17	

ATTENDANCE: Three absences will be accepted with no questions asked. **HOWEVER**, it is in your best interest to explain the reason for your absence. Four or more absences will affect your mark. If you are absent, it is your responsibility to copy notes and handouts of one of your classmates. You are responsible for what you have missed.

MAILBOX: Faculty can receive mail at the Cashier's office. Please mark clearly.

LATE ASSIGNMENTS: 3% per day will be deducted for late assignments.

GUESTS: As guests are available, they will be brought into the class setting. If you have a suggestion regarding someone you would like to hear from, please make your suggestion known. An attempt will be made to match class interests with guests.