I. Catalog Description and Credit Hours of Course:

Investigation of retailing concepts and strategies in the apparel and related product industries. (3 credit hours)

II. Prerequisite(s):

Senior standing or permission from an instructor

III. Purposes or Objectives of the Course:

A. Understand the fundamental terms and concepts that are commonly used in marketing and apply them to a retailing operation.
B. Locate and critically evaluate trends and current events in the retail industry.
C. Evaluate approaches that retailers take to manage relationships with their customers.
D. Discuss the significance of retailing and its impact on national and global economy.

IV. Student Learning Outcomes:

A. Identify various retail market strategies.
B. Analyze retail firms’ success and failure.
C. Observe consumer behavior in a retail store and evaluate how it determines retail strategies.

V. Expectations of Students:

A. Actively participate in class discussions.
B. Complete reading assignments in various fashion and consumer publications.
C. Attain a satisfactory level of achievement on course projects, exams, and in-class activities.

VI. Course Content or Outline:

A. The world of retailing
   1. Introduction to the world of retailing
   2. Types of retailers
   3. Multichannel retailing
   4. Customer buying behavior

B. Retailing strategy
   1. Retail market strategy
2. Financial strategy
3. Retail locations
4. Retail site location
5. Human resource management
6. Information systems and supply chain management

C. Merchandise management
   1. Managing the merchandise planning process
   2. Buying merchandise
   3. Retail pricing
   4. Retail communication mix

D. Store management
   1. Managing the store
   2. Store layout, design, and visual merchandising
   3. Customer service

VII. Textbook(s) and/or Other Required Materials or Equipment:

- Additional readings will be distributed during class or available electronically on portal.

VIII. Basis for Student Evaluation:

A. Three exams 30%
B. Case studies 10%
C. Two major projects 40%
D. In-class assignments 20%

XIII. Academic Policy Statement:

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to:

http://www6.semo.edu/judaffairs/code.html

XIV. Student with Disabilities Statement:

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to

http://www.semo.edu/ds

XV. Academic Integrity Statement

Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to Dr. Shelba Branscum.