



THREE RIVERS COMMUNITY COLLEGE

Course Of Study Outline

Fall, 2006

Principles of Retailing

30552, BMK K103+
M, W: 11:00 A.M. - 12:20 P.M.
3 Credits

Instructor: **Gary Tobias**

Home Phone: 889-9531

Cell Phone: 608-5269

Office Hours: upon request

COURSE DESCRIPTION

A practical introduction to the principles and practices of retailing in today's competitive environment. Elements of retail marketing and management are studied including merchandising, store organization and policies, buying, promotion, image creation, pricing, and customer service. Additional concepts such as trends in retailing, site selection, and personnel policies are also discussed. Students utilize case studies and examples drawn from actual, current retailing activities. They also create their own retail store business plan.

TEXT

Dunne, Patrick M. and Robert F. Lusch. Retailing, 5th edition. Mason, OH: Thomson/South-Western, 2005.

COURSE OBJECTIVES AND LEARNING OUTCOMES

Using various methods of student participation, the students will demonstrate the following learning and skills at the completion of this course of study:

- a. A mastery of the basic principles, concepts and terminology of today's retailing environment through discussion, projects and testing.
- b. Develop an understanding of the interrelationship of retailing principles and marketing strategy through the development of retail strategy.
- c. Be able to use specific retailing vocabulary to explain retail business organization and operation in all of their projects.
- d. Demonstrate an ability to participate in the decision making process as it relates to retailing through the development of a comprehensive retail plan.
- e. Develop an awareness of the importance of retailing in a consumer-oriented society.
- f. Discuss career opportunities in the field of retailing using Internet sources and other course related activities to identify and assess those opportunities.

COURSE REQUIREMENTS

The student will be responsible for attendance, classroom participation, written and oral assignments, site visits, three quizzes, two mid-semester exams, a term project (prepared and presented by small groups of about three students each) and a final exam.

The course work will consist of assigned reading material, group discussions and decisions, analyses of cases, Internet searches, video examples, lectures, and use of student experience to illustrate concepts and examples within the retailing environment.

The term projects will consist of small student-groups developing retail store plan presentations using learning from this course.

GRADING POLICY

Final grade determination will consist of the following factors:

- 3 quizzes	6% each	18%	
- 2 mid-semester exams	18% each	36%	
- Final exam	18%	<u>18%</u>	72%
- Class participation, attendance, and group contribution	14%	14%	
- Term project	14%	<u>14%</u>	28%
			100%

Absence from a quiz will result in a zero grade on that quiz.

Failure to attend class on the day of your group's scheduled presentation will result in a zero grade for that presentation for the absent member. Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor in advance.

ABSENCE POLICY

Excessive absence or failure to participate meaningfully in class discussions and decisions will result in the lowering of the final class

participation grade. Arriving late or leaving early from class will count as a partial absence (1/4, 1/2, etc.) Keep the instructor apprised of your circumstances as they pertain to this course of instruction -- just as you would keep an employer informed.

COLLEGE WITHDRAWAL POLICY

All college withdrawals are to be conducted in accordance with current college directives. Contact the Registrar's Office for specific directions and applicable documentation.

Aug. 28	Classes begin.
Sep. 04	Labor Day - College Closed.
Sep. 10	Last day of Add/Drop and Partial Tuition Refund.
Sep. 18	Constitution Day - Classes in session.
Sep. 23	Last day to select audit option.
Oct. 09	Columbus Day observed - Classes not in session.
Nov. 04	Last day to withdraw from classes without the instructor's signature.
Nov. 04	Last day to select Pass/Fail option.
Nov. 11	Veteran's Day observed - Classes in session.
Nov. 15	Last day to apply for '07 gradation.
Nov. 21-22	Classes not in session
Nov. 23-26	Thanksgiving Recess - College Closed
Nov. 28	Last day to withdraw from classes with the instructor's or advisor's signature.
Dec. 11	Last day of classes.
Jan. 02	Final grades available on the web.

TERM PROJECT

Each student will receive a separate assignment sheet detailing the requirements for the term project. It will be distributed during the second half of the term and it will include due dates. You will be assigned to a group chosen by the instructor, but the nature and scope of your retail business will be the decision of the group.

CLASS PARTICIPATION

Each class meeting, each student is encouraged to submit pertinent articles, Internet printouts and examples throughout the term to illustrate elements of retailing currently being studied. The contributions made to the class discussions from these examples will favorably effect the student's class participation grade. These examples can be from popular media and do not need to be from professional journals or sites.

revised August 29, 2006

Principles of Retailing Milestones
 Dunne, Patrick M. and Robert F. Lusch. Retailing, 5th edition. Mason, OH:
 Thomson/South-Western, 2005.
 Fall, 2006

Date	Ch.	Focus	Notes
08/28		Course Overview (Syllabus)	Class begins
08/30	01	Perspectives on Retailing	
09/04			No class
09/06	02	Retailer Strategic Planning ...	
09/11	03	Retail Customers	Sample quiz (take home)
09/13	04	Evaluating the Competition ...	Quiz 01
09/18	05	Managing the Supply Chain	
09/20	06	Legal and Ethical Behavior	
09/25			Exam 01, Ch. 01-06

09/27	06	Legal and Ethical Behavior (cont.)	
10/02	07	Market Selection and ... Location ...	
10/04	08	Managing a Retailer's Finances	
10/09			No class
10/11	08	Managing a Retailer's Finances (cont.)	Quiz 02
10/16	09	Merchandise Buying and Handling	
10/18	10	Merchandise Pricing	
10/23			Exam 02, Ch. 07-10

10/25	11	Advertising and Promotion	
10/30	12	Customer Service and Retail Selling	
11/01			Site visit, Project req'ment
11/06	12	Customer Service ... (cont.)	Quiz 03
11/08	13	Store Layout and Design	
11/13	14	Managing People	
11/15	14	Managing People (cont.)	
11/20			In-class workshop
11/22			No class
11/27			In-class workshop
11/29			Guest speaker
12/04			Term Project presentations
12/06			Term Project presentations
12/11			Perspective, Final Exam
