



COURSE OUTLINE: BUSAD 164
D Credit – Degree Applicable
COURSE ID 005142
FEBRUARY 2019

COURSE DISCIPLINE: BUSAD
COURSE NUMBER: 164
COURSE TITLE (FULL): Retail Store Management
COURSE TITLE (SHORT): Retail Store Management

CATALOG DESCRIPTION

BUSAD 164 is an overview of the retail business from a managerial perspective and focuses on decisions retailers make to satisfy the needs of customers in today's competitive global market. Factors that lead retailers to sustainable competitive advantage such as strategy promotions, visual merchandising, segmentation and advertising are the focus of the course. Instruction on purchasing, pricing, product, location, financial management and information systems will also be presented.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 54.00

Recommended Preparation: Completion of or concurrent enrollment in BUSAD 162 or equivalent.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				solve problems and accomplish tasks through written communication;	Yes
2				respond to correspondence originated by others and originate correspondence;	Yes
3				devise opinions and recommendations as responses to work in business related fields;	Yes
4				BUSAD 162 Recognize and develop an appreciation for customer need	Yes
5				BUSAD 162 explain the role of marketing in business	Yes
6				BUSAD 162 identify the various elements that constitute a brand.	Yes

EXIT STANDARDS

- 1 Apply principles of consumer behavior;
- 2 analyze how customers process information and make decisions;
- 3 describe retailing today including kinds of stores, merchandising, and careers in retailing;
- 4 explain the factors relating to successful visual merchandising such as store layouts and presentation,
- 5 discuss legal and ethical issues in retail strategies, branding, promotions and visual communications;
- 6 solve common retail business problems using market research and other tools.

STUDENT LEARNING OUTCOMES



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- 1 discuss the future of retailing including demographic changes, environmental uncertainties, and new competition;
- 2 formulate the influence factors such as attitudes, personality, culture, motivation, perception, and reference groups on consumer decision making;
- 3 use the principles of market research and other tools to analyze market opportunities and consumer responses;
- 4 synthesize all lessons learned across both traditional and Internet business models.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	<p>Retailing Today: Stores, Merchandise, and Careers</p> <ul style="list-style-type: none"> • Types of retailers: food, general merchandise, nonstore retail formats, services • Characteristics: Price-cost trade-off; variety and assortment, service levels • Organization of small and large retailers: retail stores and corporate headquarters 	6	0	6
2	<p>The Future: Demographic Changes, Environmental Uncertainties, New Competition</p> <ul style="list-style-type: none"> • Demographics: definitions and buying habits by age, socio-economic, and ethnic • Sustainable competitive advantage: <ul style="list-style-type: none"> • customer loyalty • location • human resources and customer service • information systems • unique merchandise • vendor relations • channel power • Growth strategies • Strategic planning 	8	0	8



3	<p>The Consumer Market</p> <ul style="list-style-type: none"> • Types of purchases online or instore • Market segmentation: needs-based, demographics, psychographics 	6	0	6
4	<p>Buying Decisions and Influence Factors</p> <ul style="list-style-type: none"> • American cultural values • Demographic influences • Generational influences • Ethnic influences • inter- and intra-group attitudes and references • Global cultural values that affect buying: <ul style="list-style-type: none"> • Europe and Asia; contrasts with American • Europe • Asia • and other; contrasts with American buying habits 	10	0	10
5	<p>Market Research</p> <ul style="list-style-type: none"> • Surveys • Focus groups • Primary and secondary data sources • Concepts of market size and share 	10	0	10
6	<p>Advertising, Promotions, and Publicity</p> <ul style="list-style-type: none"> • Branding • Awareness • Communications methods: advantages, disadvantages, measuring success 	4	0	4



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7	<p>Visual Merchandising</p> <ul style="list-style-type: none"> • General design principles • Store layout principles • Merchandise presentation techniques • Atmospherics • Planned versus unplanned purchases 	4	0	4
8	<p>Legal/Ethical Issues: Strategies, Branding, Promotions, and Visual Communications</p> <ul style="list-style-type: none"> • Children • Elderly • Emotional manipulation • Privacy • Truth-in-advertising 	4	0	4
9	<p>Business Models: “Bricks and Clicks”</p> <ul style="list-style-type: none"> • Similarities and differences • Multi-channel sales, marketing, and delivery 	2	0	2
				54

OUT OF CLASS ASSIGNMENTS

- 1 Preparation for oral and written case studies (e.g. analyses of current events in retailing such as the early relationship between Nike and Foot Locker).

METHODS OF EVALUATION

- 1 Presentation of oral case study
- 2 Midterm examination
- 3 Final examination

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion



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- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
ABC's of Relationship Selling Through Service	Required	McGraw-Hill/Irwin	13	print	Futrell, Charles	9781260169829	2018