

**SYLLABUS**

**COURSE #**            BADM 244  
**COURSE TITLE**     RETAILING  
**# OF CREDITS**       3

**CATALOG DESCRIPTION:**

Phases of retailing, including types of retail outlets and basic problems of merchandising and operating a retail firm are studied. Identification of buyer's responsibilities in merchandising, merchandise planning, and selection of the merchandise, setting and adjusting prices, promotion activities, and the importance of environmental influences on the organization will be introduced. Semester Offered-On Demand.

**COURSE GOALS:**

1. Understand the principles of operating a retail store successfully.
2. Learn to distinguish among the major types of retail outlets.
3. Learn the wheel of retailing hypothesis.
4. Understand the categories of shopping centers and the factors that determine how shopping centers are classified.

**LEARNING OUTCOMES:**

Upon completion of the course, the student will be able to:

1. Develop a target market(s) for the firm.
2. Identify the business activities that most directly satisfy customer's needs.
3. Identify the components of the marketing mix to the specific retailer.
4. Demonstrate competence in selecting the proper merchandise for the store (buying function).
5. Determine the proper price for the merchandise selected.
6. Develop a marketing strategy for the organization.

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