

SEP 18 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME RETAIL MARKETING

COURSE NUMBER MKTG 2320 DATE SEPTEMBER 1998⁴

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program

Date Prepared SEPTEMBER 1998⁴ Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1102 IS RECOMMENDED BUT NOT REQUIRED.

COURSE OBJECTIVES

1. To offer an introductory course that discusses the role of the marketing the retail environment and relates the specific activities of merchandising to the marketing field.
 2. To integrate the various retail marketing activities by means of sound management decisions, the formulation of plans and policies as to the product, price, promotion, distribution and sales through the application of market research, planning, accounting and systems.
 3. To cover the development and growth of the retailing, the structure of retail institutions, merchandising policies and procedures, promotion-communication with customers, planning and control and retail decision making.
 4. To provide a comprehensive course for students who intend to specialize in retailing as well as those who want to understand and appreciate the dynamics of one of today's most exciting industries.
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EVALUATION

Final Exam - Case Study	<u>25</u>	%
Mid-Term Exam	<u>25</u>	%
Projects (4)	<u>40</u>	%
Participation	<u>5</u>	%
Attendance	<u>5</u>	%

REQUIRED TEXT(S)

Retailing in Canada - D. Wesley Balderson & William A. Basztyk
Prentice Hall, 1993

REFERENCE TEXT(S) AND MATERIALS

Canadian Retailing - Mason, Mayer, Ezell, Laroche & McDougall

Modern Retailing, Management Principles & Practices - Duncan, Hollander & Savitt

Retailing Principles and Practices - Lewison & Delozier

Retail Marketing Management - Pearce

Retail Merchandising - Risch

SUPPLEMENTARY READING

Stores Magazine

National Retail Federation

B.C. Retailer

B.C. Retail Merchants Association\

Canadian Retailer Magazine

Retail Council of Canada

COURSE SUMMARY

A program that acquaints the student with a fascinating business area, retailing. This course is for those people who intend to specialize in retailing as well as those who want to understand and appreciate the dynamics of one of today's most exciting industries. The course discusses the role of the marketing function in the retail environment while at the same time relates the specific activities of merchandising the field of marketing.

This course provides an opportunity to explore topics in retail marketing and to integrate the various marketing activities by means of sound retail management decisions. It encompasses the formulation of merchandising plans and policies as to the product, price, promotion, distribution, sales and customer service through the application of market research, financial and merchandise planning, accounting and inventory management principles and practices.

Retail Environment
Making Decisions
Retailing Structure
Merchandising
Promotion
Finance & Control
Operations

INFORMATION, PLEASE CONTACT:

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COURSE OUTLINE - MKTG 2320
(continued)

Session or Lab	Material Covered	References
1	Retail Environment Retailing: An Introduction	Chapter 1
2	Making Decisions Retail Strategy and Research	Chapter 2
3	The Competitive Environment Consumer Behaviour	Chapter 3 Chapter 5
4	Retailing Structure Location Appraisal Store Designs	Chapter 6 Chapter 7
5	Merchandising Merchandise Planning, Open to Buy	Chapter 9
6	Buying Function Retail Pricing	Chapter 10
7	MID TERM EXAM	
8	Promotion Selling Customer Services	Chapter 13 Chapter 13
9	Visual Merchandising Advertising, Sales Promotion, Direct Mail, Public Relations	Chapter 7 Chapter 14
10	Finance and Control Retail Financial Management Inventory Control Credit	Chapter 11 Chapter 9 Chapter 13
11	Operations Human Resource Management Security	Chapter 12 Chapter 9
12	FINAL EXAM	