

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 216

Credits: 3

Course Title: Retail Organization and Management

Course Description: Examines the organization of the retail establishment to accomplish its goals in an effective and efficient manner. Includes study of site location, internal layout, store operations, and security. Examines the retailing mix, the buying or procurement process, pricing and selling. Studies retail advertising, promotion, and publicity as a coordinated effort to increase store traffic. Prerequisite: An understanding of basic marketing and business activities is desirable. Lecture 3 hours per week.

General Course Purpose: MKT 216 is a one-semester course designed to give the student an overview of the management and marketing activities of a retail store. It introduces the student to the many and varied activities required in operating a successful retail outlet in a dynamic business environment.

Course Prerequisites and Co-requisites:

Prerequisite: An understanding of basic marketing and business activities is desirable.

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Identify current marketing strategies in retailing both domestic and international;
- b. Define: What is retailing? How does it serve the market? How has the retail community changed? What impact does the ultimate consumer have on retail operations;
- c. Explain the dynamic and competitive nature of retailing and its impact on selecting the appropriate method(s) to reach the customer;
- d. Analyze management's responsibility to provide customer satisfaction and produce store profits;
- e. Explain why the marketing strategies of various well-known retail institutions have been both successful and unsuccessful over time; and
- f. Give examples of the impact of technology on the retailing process.

Major Topics to Be Included:

- a. Basics of strategic planning
- b. Importance of building and maintaining customers
- c. Target marketing and information-gathering methods
- d. Location planning
- e. Managing a retail store, organization, human resource management and operations
- f. Merchandise management
- g. Retail image, atmosphere, and promotion
- h. Intergrading and controlling a retail strategy

Date Created/Updated (Month, Day, and Year): January 23, 2019