

BUS M41: PRINCIPLES OF RETAILING

Originator

jbaca

College

Moorpark College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M41

Course Title (CB02)

Principles of Retailing

Banner/Short Title

Principles of Retailing

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Examines nature and scope of retailing, methods of merchandising, and attributes of successful retail firms. Covers strategy, multichannel retailing, site locations, pricing, and floor design and layout. Focuses on issues related to careers in retailing, store management, promotional strategies, organizational structure, and customer service.

Taxonomy of Programs (TOP) Code (CB03)

0506.00 - *Business Management

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass

Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

BUS M30 and ENGL M02

Requisite Justification

Requisite Type

Recommended Preparation

Requisite

BUS M30

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Content review

Requisite Type

Recommended Preparation

Requisite

ENGL M02

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Required communication/computation skill

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | explain the design, implementation, and assessment of retailing strategies for consumer needs and market changes. |
| 2 | describe the process of conceiving, producing, and selling products for in-store and on-line retailing. |
| 3 | recognize the ethical issues in retail and apply decision-making techniques and moral reasoning. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|----|---|
| 1 | describe the contribution of retailers to the product value chain. |
| 2 | identify, interpret, and analyze consumer motivations, shopping behaviors, and decision processes for evaluating retail offerings to purchase merchandise and services. |
| 3 | discuss the structures of corporate objectives, competitor analysis, and competitive strategy. |
| 4 | explain the traditional bases for segmentation and how segmentation can influence retail strategy. |
| 5 | assess and analyze investments in locations, supply chain and information systems, and customer retention programs. |
| 6 | analyze the growing diversity of retail formats. |
| 7 | examine opportunities and challenges that retailers face when interacting with customers through multiple channels. |
| 8 | determine how consumers select a retailer when purchasing merchandise. |
| 9 | investigate successful international retailing strategies used to enter new markets and build a sustainable competitive advantage. |
| 10 | collect and analyze financial data that is used in retail decision-making and strategic planning. |
| 11 | evaluate how retailers use technical innovations to improve operations and deliver value to customers. |

Course Content**Lecture/Course Content****1. (5%) Multichannel retailing**

- a. Nonstore retail channels
- b. Benefits of retail channels
- c. Challenges facing multichannel retailers
- d. Trends in multichannel shopping

2. (10%) Store layout

- a. Design objectives
- b. Design elements
- c. Visual merchandising
- d. Creating store atmosphere

3. (5%) Managing the store

- a. Recruiting, socialization, and training of employees
- b. Motivating, evaluating, compensating employees
- c. Leadership

4. (5%) Customer relationship management (CRM)

- a. CRM process
- b. Collecting and analyzing data
- c. Implementing CRM programs

5. (5%) Retail locations

- a. Types of retail locations
- b. Shopping centers
- c. Trade area characteristics
- d. Estimating potential sales

6. (5%) Types of retailers

- a. Characteristics
- b. Types of ownership
- c. Food
- d. General merchandise
- e. Service

7. (5%) Information systems and supply chain management

- a. Flow of information and merchandise in a supply chain
- b. Distribution center
- c. Supply chain management
- d. Tracking goods

8. (5%) Human resource management

- a. Challenges
- b. Developing organization structure
- c. Attracting and retaining talent
- d. Legal issues

9. (10%) Customer buying behavior

- a. Buying process
- b. Types of buying decisions
- c. Social factors
- d. Market segmentation

10. (5%) Customer service

- a. Strategic advantage
- b. Improving retail customer service quality
- c. Service recovery

11. (10%) Retail communication mix

- a. Traditional media elements
- b. Modern media elements
- c. Planning and building the program

12. (5%) Pricing

- a. Pricing strategies
- b. Pricing techniques
- c. Legal and ethical pricing issues

13. (5%) Buying merchandise

- a. Brand alternatives
- b. National vs. store brands
- c. Negotiating with vendors
- d. Legal, ethical, and social responsibility issues

14. (5%) Merchandise planning process

- a. Process overview
- b. Forecasting sales
- c. Inventory
- d. Allocating merchandise

15. (5%) Financial strategy

- a. Objectives and goals
- b. Strategic profit model
- c. Evaluating growth opportunities
- d. Setting and measuring performance objectives

16. (10%) Retail market strategy

- a. Planning process
- b. Central concepts
- c. Growth strategies
- d. Global issues

Laboratory or Activity Content

Not applicable

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams

Group projects
Individual projects
Journals
Oral analysis/critiques
Objective exams
Oral presentations
Projects
Problem-solving exams
Participation
Quizzes
Reports/Papers/Journals
Reports/papers
Research papers
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Demonstrations
Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Internet research
Lecture
Small group activities

Describe specific examples of the methods the instructor will use:

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain methods for effectively communicating in Business.

Representative Course Assignments

Writing Assignments

1. Written summary of business-related magazine and newspaper articles in retail management.
2. Written reports that require gathering, organizing, and analyzing data on the retail market
3. Essays on assigned topics. For example, students will prepare a written report describing the advantages and challenges of using traditional and new media opportunities to deliver the retail communication mix.
4. Written reports explaining the retail space location strategy. For example, students will prepare an essay explaining the location and retail design for successful merchandise market distribution.

Critical Thinking Assignments

1. Analysis of the impact of regional economic and political integration on a retail outlet. For example, students will complete a SWOT Analysis to include the local economic and political influence on a retail business.
2. Analysis of the retail supply chain. For example, students will analyze the efficiency of a retail supply chain from oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer.
3. Analysis of Retail Case Study. For example, students will evaluate case studies of retailers considering ways to create a sustainable competitive advantage in a specific store category.

Reading Assignments

1. Reading textbook case studies to broaden the understanding of application standards for Retail.
2. Reading a Business related journal article, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends in Retail.

Skills Demonstrations

N/A

Other assignments (if applicable)

N/A

Outside Assignments**Representative Outside Assignments**

1. Research Business related websites, journal articles, or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a Business Case study in EBSCO to learn about Retail.
2. Listen to a podcast to learn about business practices in Retail. An example would be to listen to a podcast profiling a manager in Retail to understand the strategy for business success in Retail.
3. Attend business seminars, fairs, or lectures.

Articulation**Equivalent Courses at other CCCs**

College	Course ID	Course Title	Units
Cerritos Collge	BA 118	Retail Management	3
Grossmont College	BUS 118	Retail Management	3
Butte College	BUS 66	Retail Management	3
San Diego Mesa College	MARK 110	Principles of Retailing	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F2015

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Berman, Barry, Joel R. Evans, and Patrali Chatterjee. *Retail Management: A Strategic Approach*. 13th ed., Pearson, 2017.

Resource Type

Textbook

Description

Levy, Michael, Barton A. Weitz, and Dhruv Grewal. *Retailing Management*. 10th ed., McGraw-Hill, 2019.

Library Resources

Assignments requiring library resources

Possible research on business topics in retail or services using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research Business-related journal articles or periodicals to learn about business environments, consumer and organizational behavior, and the law. An example would be researching a Business Case study in EBSCO to learn about Retail.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)
 Hybrid (1%–50% online)
 100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time. Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
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Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
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Examinations**Hybrid (1%–50% online) Modality**

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

BUSINESS

Review and Approval Dates**Department Chair**

11/3/2020

Dean

11/20/2020

Technical Review

12/03/2020

Curriculum Committee

1/19/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000561307

DOE/accreditation approval date

MM/DD/YYYY

