I. Catalog Description:
Fundamental operations of retailing, study of buying practices, pricing, store locations and layout, sales promotions, personnel management, and stock control. Designed to aid the student seeking a general knowledge of the retail field as well as those specializing in Marketing.

II. Prerequisites:
MKTG 314

III. Expanded Course Description:
Retailers must develop a unique strategy to satisfy the needs of the final consumer. In developing this unique strategy, retailers must understand their role as the channel member that links the product to the final consumer, as well as what image to develop, and what merchandising and promotional blend is necessary to appeal to its target market. The success of each retailer depends upon a thorough understanding of how to satisfy its customers’ needs better than its competitors.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral). The student will be able to:

A. demonstrate knowledge of basic retailing terminology;
B. understand the development of a successful retailing operation;
C. apply an analysis of the environments of retailing to the
D. develop of strategic decisions for a successful retail strategy;
E. evaluate the retailer’s resources and consumer markets;
F. define optimal retail locations, store layouts, and atmospherics;
G. compare the promotional options involved in retailing;
H. investigate the methods and outcomes of retail profitability;
I. identify pros and cons of various distribution strategies;
J. recognize the elements of successful retail store management;
K. gain awareness of the career opportunities available in retailing.

At the conclusion of the course the (successful) student will have demonstrated
understanding of the principles and tactics of Retailing though successful performance on in-class examinations, in-class participation and outside assignments.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Grading Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature  Date