

Print Date: 8/9/17

Course Objectives/Course Outline
Spokane Community College

Course Title: Retailing
Prefix and Course Number: MMGT 212

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Explain the retail environment with an emphasis on customers, competition, and channel behavior
- Describe the legal and ethical issues in today's retail market
- Analyze market selection and location decisions
- Analyze management and retail operations in the areas of financing, merchandise buying pricing, advertising and promotion, customer service, selling, store layout and design
- Describe retail administration including human resources and retail information systems
- Analyze environmental forces that influence advertising decisions

Course Outline:

- I. Fundamentals of Retailing
 - A. Retail store operation
 - B. Organization
 - C. Merchandise management
 - D. Sales promotion
 - E. Customer relations and control