



# Grande Prairie Regional College

**Department: Business Administration and Commerce**

## COURSE OUTLINE – WINTER 2011

### BA 2080 3(3-0-0) – RETAILING & MERCHANDISING

<b>Instructor</b>	Trevor Thomas	<b>Phone</b>	539-2824 (office)
<b>Office</b>	C309	<b>E-mail</b>	<a href="mailto:tthomas@gprc.ab.ca">tthomas@gprc.ab.ca</a>
<b>Office Hours</b>	Monday and Wednesday 12:00 – 1:00 pm or by appointment		

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#### **Prerequisite:**

BA 1090 – Introduction to Marketing

#### **Required Text/Resource Materials:**

Canadian Retailing, Fourth Edition, Laroche, M., McDougall, G.H.G., McGraw-Hill Ryerson Limited, 2000.

**THE TEXT WILL BE USED EXTENSIVELY.**

#### **Description:**

This course examines the field of retailing and merchandising from a practitioner's point of view. Mixing lectures with case studies and the examination of existing retail sites, an understanding of the following concepts is developed: what is retailing, what is merchandising, store layout and design. Some different approaches to retailing, customer services, and entrepreneurship are also discussed. Guest lecturers will be used.

#### **Credit/Contact Hours:**

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

## **Delivery Modes:**

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising procedures. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required; homework problems; ask questions in class; request additional sessions with your instructor during his posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrate your mastery of the subject matter on the examinations.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

## **Objectives:**

1. To understand the retail customer - motives for shopping, the purchase process, influences on the customer.
2. To develop the retail strategy and the mindset to go with it.
3. To learn and understand about some different approaches to the Retailing.
4. To learn how to evaluate strategies.

## **Transferability:**

Block transfer post-diploma agreements have been made with the following institutions: Athabasca University (including the GPRC on-campus AU 2+1 and 2+2 Bachelor of Management degree), University of Lethbridge, Lakeland College, Okanagan College, Thompson Rivers' University, Concordia College and Royal Roads University. Institutions receiving as an individual course are UL,AU, CUC, KUC

**\*\*Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

**Grading Criteria:****MARKS:**

Marks will be distributed in the following manner:

Mid term: 30%

Projects: 30%

Final Exam: 30%

In Class: 10%

Total: 100%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department****Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A <sup>+</sup>	4	90 – 100	EXCELLENT
A	4	85 – 89	
A <sup>-</sup>	3.7	80 – 84	FIRST CLASS STANDING
B <sup>+</sup>	3.3	76 – 79	
B	3	73 – 75	GOOD
B <sup>-</sup>	2.7	70 – 72	
C <sup>+</sup>	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C <sup>-</sup>	1.7	60 – 63	
D <sup>+</sup>	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

**Statement on Plagiarism and Cheating:**

Please refer to pages 49-50 of the College calendar regarding plagiarism and cheating and the resultant penalties. These are serious issues and will be dealt with severely.