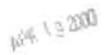
Grande Prairie Regional College



Business Administration

Course Outline

BA 2080 RETAILING AND MERCHANDISING

Winter 2000

INSTRUCTOR:

François J. Fournier

OFFICE:

E401

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TEXT:

Canadian Retailing, Third Edition, Mason, J.B., Mayer, M.L.,

Ezell, H.F., Laroche, M., McDougall, G.H.G., McGraw-Hill

Ryerson Limited, 1997.

* Text will be utilized extensively for this course.

SUGGESTED READING:

Power Retail, Stevenson, L.N., Schlesinger, J.C., Pearce, M.R.,

McGraw-Hill Ryerson Limited, 1999.

PREREQUISITE:

BA 1090 or consent of instructor.

COURSE 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: site analysis, store planning, interior design, layout, and space/productivity ratios. Stock buying, inventory control, principles of pricing, customer services, and concepts of expense management are also discussed. Guest lecturers will be used.

COURSE OBJECTIVES:

- To understand the retail customer motives for shopping, the purchase process, influences on the customer.
- To develop the retail strategy and the mindset to go with it.
- To learn and understand about the Retailing Mix store design, location, merchandise planning, purchasing, pricing, selling, promotion, customer-focus.
- To learn how to evaluate strategies.

ATTENDANCE:

The student is expected to attend classes on a regular basis and contribute to the activities and discussions that take place.