

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

W. 88
~~1986-87~~

BA 208 - RETAILING AND MERCHANDISING

TEXT: Retailing, Second Edition; Lewison, D. M.; Delozier, M. N.;
Merrill Publishing Company; Columbus, Ohio; 1986.

PREREQUISITE: BA 109 or consent of Instructor.

COURSE DESCRIPTION: This course surveys the field of Retailing and Merchandising from a practitioner's point of view. Mixing lectures with case studies and the examining of existing retail sites, students will be expected to develop an understanding of the concepts related to the following: site analysis, layout and space/productivity ratios. Stock buying, inventory control, principles of pricing, customer services and concepts of expense management are also discussed. Films and guest lecturers will be used where appropriate.

- COURSE OBJECTIVES:
1. To explain what merchandising factors are involved with offering the right product . . . in the right quantities . . . in the right place . . . at the right time . . . at the right price . . . by the right appeal.
 2. To understand the criteria and procedures consumers use in different purchase problem situations.
 3. To identify the need for fiscal control as an essential ingredient in any successful retail operation.
 4. To understand and make the "which" and "how many" product decisions.
 5. To understand design features necessary to create a store atmosphere conducive to buying.
 6. To plan an acceptable balance between merchandise inventories and sales.
 7. To identify the activities involved with physically getting the merchandise into the store and onto the shelves.
 8. To describe the buying methods used in the actual purchasing of merchandise.

9. To identify and define the five major components of the retailer's promotional mix.
10. To understand the basic techniques for matching job requirements with employee attributes.
11. To describe the methods by which retailers set their price.
12. To comprehend the need to support the product mix with adequate customer services.

GRADING:

1. Final grades will be compiled in the following manner: (conversion from percentage to stanines will occur).

Quizzes/Projects	60% (i.e. 6 @ 10%)
Term Assignment	10%
Final Exam	<u>30%</u>
TOTAL	100%

2. Schedule of Quizzes/Units of Work

- a. January 13th - Quiz #1 (Unit I)
- b. January 27th - Quiz #2 (Unit II)
- c. February 10th - Quiz #3 (Unit III)
- d. March 4th - Quiz #4 (Unit IV)
- e. March 18th - Quiz #5 (Unit V)
- f. April 8th - Quiz #6 (Unit VI)

3. Term Assignment Due Date

March 25th

COURSE CONTENT:

<u>UNIT</u>	<u>TOPICS</u>	<u>REQUIRED READING</u>
I	The Nature of Retailing	1
	Strategic Retail Management	2
	Buying Behavior of Consumers	4
II	The Retailing Information System	6
	Managing the Firm's Finances	7
	The Product Mix	15
III	Designing Store Facilities	10
	The Retail Site	14
	Merchandise Planning Process	19

COURSE CONTENT: (cont.)

<u>UNIT</u>	<u>TOPICS</u>	<u>REQUIRED READING</u>
IV	Procurement Process	18
	Merchandise-Control Process	20
	Buying Process	17
V	Personal Selling	23
	Retail Advertising	22
	Sales Promotions	24
VI	Staffing the Retail Store	9
	The Retail Price	21
	The Service Mix	16