

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

W. 1989-90

BA 208 - RETAILING AND MERCHANDISING

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

Kaman's Fashions For Less, Merchandising with Micro computers, Goodman & Kaminski, McGraw-Hill, 1988. (Students Manual)

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 merchandising.
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%	(i.e. Kaman's Post Season Critique)
Final Exam	<u>30%</u>	
TOTAL	100%	

2. Schedule of Quizzes/Projects as per Units of Work.

G.P.R.C.

January 22 - #1 (Unit #I)
 February 5 - #2 (Unit #II)
 February 19 - #3 (Unit #III)
 March 12 - #4 (Unit #IV)
 March 26 - #5 (Unit #V)
 April 11 - #6 (Unit #VI)

3. Term Assignment Due Date

April 9, 1990

COURSE CONTENT:

<u>UNIT</u>	<u>TOPICS</u>
I	The Nature of Retailing Strategic Retail Management Buying Behaviour of Consumers
II	The Retailing Information System Managing the Firm's Finances The Product Mix
III	Designing Store Facilities The Retail Site Merchandise Planning Process
IV	Procurement Process Merchandise-Control Process Buying Process
V	Personal Selling Retail Advertising Sales Promotions
VI	Staffing the Retail Store The Retail Price The Service Mix