

# MKT 310 – Retail Management

## Course Description

Examines the strategic management of retail operations using various forms of store-based, online, and nonstore-based retailing. Reviews critical principles such as strategic planning considerations, the structure of retail firms, consumer behavior, market research, and location considerations. Examines the key functional areas of managing retail operations including merchandising, finance, human resource management, operations management, logistics, retail image and atmosphere, and the marketing functions of pricing and promotion.

## Instructional Materials

Berman, B., & Evans, J. (2010). *Retail Management: A Strategic Approach* (11th ed.). Upper Saddle River, NJ: Prentice Hall-Pearson.

## Course Learning Outcomes

1. Describe the special characteristics of retailing and the importance of building and sustaining relationships.
2. Explain the process of strategic planning in retailing and the characteristics of ownership.
3. Describe the evolution of retail institutions and forms of nontraditional retailing.
4. Examine the characteristics of retail institutions based on ownership type.
5. Examine nonstore retailing, electronic retailing, and nontraditional retailing approaches.
6. Analyze the retailing consumer and database management in retailing.
7. Analyze consumer characteristics in relation to retail marketing strategy.
8. Analyze human resource management and financial aspects of operation management in retail organizations.
9. Describe the dimensions of operating a retail business and the development of merchandise plans.
10. Examine the implementation and financial management of merchandise plans.
11. Explain the factors affecting the retailing pricing strategy and the significance of a retail image.
12. Evaluate the elements of the retail promotional strategy and the importance of the retail audit for integration and control.
13. Use technology and information resources to research issues in retail management.
14. Write clearly and concisely about retail management using proper writing mechanics.