

# SYLLABUS

**Course Name: RMT 330 Principles of Retailing**

**Credits: 4 | Prerequisites: NONE**

## **COURSE DESCRIPTION:**

An introduction to the field of retailing including retail stores, merchandising, operations, store location, and layout, internal organization, buying, personnel management, inventory control, and sales promotion.

## **COURSE OBJECTIVES**

| <b>Students will be able to...</b>                                              | <b>Assessments</b>                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Illustrate the purpose of retailing and where it fits in the field of business. | Rubric-based homework assignments which demonstrate knowledge and understanding of retailing concepts.                                                                                                              |
| Identify careers and opportunities in retailing.                                | Rubric-based interview of either an owner or employee of a retail establishment. Use textbooks, libraries, government agencies, professional contacts, and Internet/WWW to locate information about retail careers. |
| Compare and contrast the philosophies of retailing.                             | Rubric-based discussion of current articles about retailing.                                                                                                                                                        |
| Differentiate various forms of retailing.                                       | Rubric-based assignments that provide examples of retail institutions based on their strategic retail mix.                                                                                                          |
| Demonstrate basic merchandising techniques.                                     | Rubric-based assignments that provide examples of where and how retailers purchase and transport their merchandise.                                                                                                 |
| Distinguish the role of the sales supporting function.                          | Rubric-based assignments that provide examples of how retailers support the channel members and manufacturers.                                                                                                      |
| Categorize the responsibilities of the retail operations function.              | Rubric-based assignments that provide examples of how retailers manage inventory, price products and services, and promote services.                                                                                |

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| Demonstrate basic decision-making skills in retailing. | Rubric-based assignments that provide examples of how retailers use decision making tools to forecast sales and manage operations. |
| Distinguish the unique aspects of service retailing.   | Rubric-based assignments that provide examples of service retailing.                                                               |

**STUDENT RESPONSIBILITIES | UNIVERSITY POLICIES**

We believe in quality teaching using hands-on, applied tools that develop and enhance your competencies in the essential skills and knowledge required by leaders in the modern workforce. With this focus on management and technology in a rapidly changing and unpredictable world, comes a great responsibility.

As a student at Central Washington University, you have the responsibility to be familiar and comply with all university policies and procedures, specifically those governing student behaviors. Failure to comply with these expectations may result in university contact and action to address the behavior which could include removal from the class and/or institution.

We know you will live beyond these expectations and soon join the ITAM graduates who are making a difference in the world through leadership and technology.

**STUDENT CONDUCT POLICY**

Policies and expectations governing behavior for all registered CWU students. The Student Conduct Code is a part of the Washington Administrative Code (WAC).

We recommend that you review the university expectations of student conduct in the Washington Administrative Code ([WAC 106-125-020](#)).

**POLICY ON ACADEMIC DISHONESTY**

Academic dishonesty is defined in the CWU Student Conduct Code (II.B)

If accused of academic dishonesty, students will have an opportunity to meet with the course instructor and department chair to discuss the accusation and confirm or deny its correctness. If academic dishonesty is confirmed to the satisfaction of the instructor and department chair, the instructor and/or department chair will contact the Office of the Vice President of Student Affairs and Enrollment Management, especially the Director of the Registrar's Office and the Associate Vice President for Student Affairs.

We recommend that you review the university policy at [CWUP 5-90-040 \(22\)](#).

## **POLICY ON DIVERSITY**

University-level education is about broadening horizons and looking at academic issues from a variety of perspectives. With this in mind, the participants in this class are encouraged to bring their own life experiences and viewpoints to bear on classroom discussions and assignments. Along with the freedom to express one's own views comes the responsibility to respect the views of others. No student will be discriminated against on the basis of race, ethnicity, age, creed, religion, gender, sexual orientation, marital status, or political ideology.

We recommend that you review the university policy on diversity [here](#) (CWU website) and at [CWUP 2-35-010](#).

## **POLICY ON DISABILITY SERVICES**

Central Washington University is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any obstacles to learning, contact Disability Services to discuss a range of available options. Student Disability Services: [www.cwu.edu/disability-support/](http://www.cwu.edu/disability-support/), call 509.963.2214 or email [ds@cwu.edu](mailto:ds@cwu.edu) for more information.

CWU policy regarding Reasonable Accommodation of Persons with Disabilities can be found at [CWUP 2-35-040](#).

## **ETIQUETTE USING TECHNOLOGY**

- Check your CWU e-mail often for important information.
- When using discussion boards, check the discussion postings frequently and respond appropriately, and on subject.
- Capitalize words only to highlight a point or for titles. Capitalizing otherwise is considered SHOUTING!
- Be professional and careful with your online interactions, including with the instructor!
- Wait 24 hours before responding to something that angers you.
- All postings should be free of language that would constitute harassment, discrimination, or be considered profane.