

Retail Management and Technology Specialization
Information Technology and Administrative Management Department
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ITAM Information Technology & Administrative Management Central Washington University	RMT330 Principles of Retailing Course Outline – 4 Credits
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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.

PURPOSE OF COURSE

This is an introductory retailing course with the goal to introduce the student to basic retailing. Students will be presented with material which will give them a broad base of understanding of retailing. Contemporary issues will also be discussed as well as the history of corporate changes which have occurred over the past one hundred years. The aim of the course is to expose students to the field of retailing. In doing so, students will be presented with a diverse body of information about the field of retailing. As a survey course, no specific area will be emphasized to a great extent. This course will survey major topics which relate to the operation of small and large retail firms.

COURSE OBJECTIVES

Upon completion of this class, you will be able to:

- Demonstrate an understanding of the purpose of retailing and where it fits in the field of business
- Identify careers and opportunities in retailing
- Identify various forms of retailing
- Demonstrate basic merchandising techniques
- Identify the role of the sales supporting function
- Define the responsibilities of the retail operations function
- Demonstrate basic decision-making skills in retailing

LEARNER OUTCOMES AND PERFORMANCE INDICATORS

Upon completion of this course, you will be able to:

Learner Outcome	Performance Indicators
1. Demonstrate an understanding of the	Complete homework assignments which

purpose of retailing and where it fits in the field of business	demonstrate knowledge and understanding of retailing concepts.
2. Identify careers and opportunities in retailing.	Interview 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.
3. Discuss the philosophies of retailing.	Read current articles about retailing. Discuss articles in class
4. Identify various forms of retailing.	Provide examples of retail institutions based on their strategic retail mix.
5. Demonstrate basic merchandising techniques.	Provide examples of where and how retailers purchase and transport their merchandise.
6. Identify the role of the sales supporting function.	Provide examples of how retailers support the channel members and manufacturers.
7. Define the responsibilities of the retail operations function.	Provide examples of how retailers manage inventory, price products and services, and promote services.
8. Demonstrate basic decision-making skills in retailing.	Provide examples of how retailers use decision making tools to forecast sales and manage operations.
9. Discuss and identify the unique aspects of service retailing.	Provide examples of service retailing.
10. Evaluate retailing principles from multiple sources.	Demonstrate the ability to use textbooks, libraries, government agencies, professional contacts, and Internet/WWW to locate information about retail management.
11. Competent in the use of electronic mail and Power Point presentation.	Demonstrate competence in the use of electronic mail and Power Point.
12. Incorporate technology into presentations and assignments.	Demonstrate and provide evidence of technology in presentations and written assignments.
13. Understand how computers and the World Wide Web can be used in retail operations.	Demonstrate the ability to use the Internet/WWW to locate information provided by small businesses and government agencies.

METHODS OF INSTRUCTION AND MODE OF DELIVERY

This is a web-centric course with both in-class and Internet curriculum. This course is taught using a variety of methods, with hands-on activities and group discussion emphasized. In addition, independent study activities, demonstrations, guest speakers, lectures, and the Internet/WWW will be utilized.

RESOURCES

Retail Management, 10/e. Berman, Prentice Hall

Internet/WWW/Journals

Power Point Handouts

CWU eLearning - Blackboard Support Web Page: <http://courses.cwu.edu>