

Retail Management and Technology Specialization
Information Technology and Administrative Management Department
www.cwu.edu/~ITAM

ITAM Information Technology & Administrative Management Central Washington University	RMT467 Retail Management Course Outline – 4 Credits
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COURSE DESCRIPTION

Retail store ownership and management, including startup, location, market analysis, customer service, organization, merchandise management, human resource management, sales promotion, and financial planning.

PURPOSE OF COURSE

The purpose of this course is to explore retail management from a theoretical and applied perspective. The course provides a conceptual foundation for those students who plan to work in retailing and/or own a small business.

COURSE OBJECTIVES

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

- critically analyze the retailing process, the environment within which retailing operates, and the retail institutions and their functions that are performed (domestically and internationally).
- plan and prepare a critical analyses of a retailer.
- provide a conceptual foundation for those students who plan to work in retailing and/or own a small business.

LEARNER OUTCOMES AND PERFORMANCE INDICATORS

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

Learner Outcome	Performance Indicators
1. Acquire knowledge and understanding of the framework of retailing and its special characteristics,	Complete assignments which demonstrate knowledge and understanding of retail management concepts here in the U.S. and abroad.

domestically and internationally.	
2. Gain an understanding of strategic planning in retailing.	Complete case studies analyzing retailers
3. Discuss and critic the philosophies of business ownership and management.	Review, compare, and analyze various Internet web sites that promote retail management concepts.
4. Describe retail institutions on the basis of strategy mix.	Identify and provide examples of retail institutions based on their strategic retail mix.
5. Describe and understand the processes of financial planning.	Identify and provide examples of financial planning in terms of strategy.
6. Describe and understand several pricing concepts and strategies.	Identify and provide examples of how retailers price products and services.
7. Describe and understand the elements involved in a retailer's communication with its customers.	Identify and provide examples of where and how retailers communicate with their customers.
8. Evaluate retail management information systems from multiple sources.	Demonstrate the ability to use textbooks, libraries, government agencies, professional contacts, and Internet/WWW to locate information about retail management.

METHODS OF INSTRUCTION AND MODE OF DELIVERY

This course is taught using a variety of methods, with hands-on activities and group discussion emphasized. In addition, independent study activities, lectures, and the Internet/WWW will be utilized.

RESOURCES

Retail Management: A Strategic Approach, Berman & Evans, Most Recent Edition, ISBN 0-13-187016-5

Internet/WWW/Journals

Power Point Handouts

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