

RMT 330 – Principles of Retailing

General Course Syllabus

The logo for the Department of Information Technology and Administrative Management (ITAM) features the letters "ITAM" in a bold, white, sans-serif font. The text is centered within a dark grey circular graphic that has a grid-like pattern and a central dot, resembling a target or a stylized globe.

Department of Information Technology and Administrative Management



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.

Prerequisites: None

Credits: 4



Students will be able to . . .

Illustrate the purpose of retailing and where it fits in the field of business.

Identify careers and opportunities in retailing.

Compare and contrast the philosophies of retailing.

Differentiate various forms of retailing.

Demonstrate basic merchandising techniques.

Assessments

Rubric-based homework assignments which demonstrate knowledge and understanding of retailing concepts.

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.

Rubric-based discussion of current articles about retailing.

Rubric-based assignments that provide examples of retail institutions based on their strategic retail mix.

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.

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.

Specific course faculty and materials will vary by quarter. Current information can be found on my.cwu.edu.

ITAM classes are often offered in online, hybrid or traditional formats. Visit my.cwu.edu for more details or contact our office at ITAMInfo@cwu.edu.



University Policy on Academic Integrity

Academic Integrity is a standard set for this course. Students are expected to complete all of their coursework and assignments using their original words and ideas and will properly cite the words and ideas of others.

Students are also expected to be honest in their interactions with the instructor. A student found to have not upheld these expectations is subject to failing this course and shall be subject to disciplinary action or sanction. The University catalog defines the term "academic dishonesty" in all its forms including, but not limited to:

- cheating on tests;

University Policy on Special Needs

If you have a disability that may prevent you from meeting course requirements, contact the instructor immediately to file a Student Disability Statement and to develop an Accommodation Plan.

Course requirements will not be waived but reasonable accommodations will be developed to help you meet the requirements. You are expected to work with the instructor and the CWU Disability Support Specialist to develop and implement a reasonable Accommodation Plan. For more information please visit: www.cwu.edu/disability-support/

- copying from another student's test paper;
- using materials during a test not authorized by the person giving the test;
- collaboration with any other person during a test without authority;
- knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the contents of an un-administered test or information about an un-administered test; bribing any other person to obtain an un-administered test or information about an un-administered test; substitution for another student or permitting any other person to substitute for oneself to take a test; plagiarism" which shall mean the appropriation of any other person's work and the unacknowledged incorporation of that work in one's own work offered for credit;
- "Collusion" which shall mean the unauthorized collaboration with any other person in preparing work offered for credit.

Canvas TurnItIn

The TurnItIn feature of Canvas helps students learn to use sources and citations appropriately. TurnItIn matches the material in student papers against material on the Internet and in our database of CWU papers. Representing the words or ideas of someone else as your own is a violation of the CWU Student Conduct Code and a serious infraction in this course. If you have questions about appropriate ways to include the words or ideas of other people in your papers, contact the instructor. Papers submitted to TurnItIn are added to the database of papers. Your instructor has the option of what papers and assignments may be submitted and/or randomly submitted to TurnItIn.

University Writing Center

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We are here to help!

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