

COURSE OUTLINE**Business Administration 164
Retail Store Management****I. Catalog Statement**

Business Administration 164 is an overview of the retail business that focuses on retail strategies, retail promotions, visual merchandising, and advertising in today's business world. Instruction on purchasing, pricing, location, financial management, store security, information systems, and communications will be included.

Units – 3.0

Lecture hours – 3.0

Recommended Preparation: Completion of or concurrent enrollment in BusAd 141, BusAd 162, and BusAd 106.

II. Course Entry Expectations

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 1.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. describe retailing today including kinds of stores and merchandise, and careers in retailing;
2. discuss the future of retailing including demographic changes, environmental uncertainties, and new competition;
3. apply principles of consumer behavior as they relate to retailing, such as: where consumers buy, what they buy, segmentation of consumer market;
4. analyze how consumers process information and make buying decisions through influence factors such as attitudes, personality, culture, motivation, perception, and reference groups on consumer decision making;
5. solve common retail business problems using the principles of market research and other tools used to analyze market opportunities and consumer responses;
6. explain the factors relating to successful advertising, promotions, and publicity;
7. explain the factors relating to successful visual merchandising such as store layouts and presentation;
8. discuss legal and ethical issues in retail strategies, branding, promotions and visual communications;
9. synthesize all lessons learned across both traditional and Internet business models.

IV. Course Content**Total Contact Hours = 48****A. Retailing Today: Stores, Merchandise, and Careers****5 hours**

1. Types of retailers: food, general merchandise, nonstore retail formats, services
2. Characteristics: Price-cost trade-off; variety and assortment, service levels
3. Organization of small and large retailers: retail stores and corporate headquarters

- B. The Future: Demographic Changes, Environmental Uncertainties, New Competition 7 hours
 - 1. Demographics: definitions and buying habits by age, socio-economic, and ethnic
 - 2. Sustainable competitive advantage:
 - a. customer loyalty
 - b. location
 - c. human resources and customer service
 - d. information systems
 - e. unique merchandise
 - f. vendor relations
 - e. channel power
 - 3. Growth strategies
 - 4. Strategic planning

- C. The Consumer Market 6 hours
 - 1. Types of purchases online or instore
 - 2. Market segmentation: needs-based, demographics, psychographics

- D. Buying Decisions and Influence Factors 10 hours
 - 1. American cultural values
 - a. Demographic influences
 - b. Generational influences
 - c. Ethnic influences
 - d. inter- and intra-group attitudes and references
 - 2. Global cultural values that affect buying:
 - a. Europe and Asia; contrasts with American
 - a. Europe
 - b. Asia
 - c. and other; contrasts with American buying habits

- E. Market Research 10 hours
 - 1. Surveys
 - 2. Focus groups
 - 3. Primary and secondary data sources
 - 4. Concepts of market size and share

- F. Advertising, Promotions, and Publicity
 - 1. Branding
 - 2. Awareness
 - 3. Communications methods: advantages, disadvantages, measuring success

- G. Visual Merchandising
 - 1. General design principles
 - 2. Store layout principles
 - 3. Merchandise presentation techniques
 - 4. Atmospherics
 - 5. Planned versus unplanned purchases

- H. Legal/Ethical Issues: Strategies, Branding, Promotions, and Visual Communications 6 hours
 - 1. Children
 - 2. Elderly

3. Emotional manipulation

4. Privacy

5. Truth-in-advertising

I. Business Models: “Bricks and Clicks”

4 hours

1. Similarities and differences

2. Multi-channel sales, marketing, and delivery

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

1. lecture/discussion;

2. guest speakers;

3. multimedia activities;

4. online.

VI. **Assignments and Methods of Evaluation**

1. Oral and written case studies (e.g. analyses of current events in retailing such as the early relationship between Nike and Foot Locker).

2. Group projects and assignments (such as weekly field analyses, best practices, and retail plans)

3. Midterm examination.

4. Final examination.

VII. **Textbook**

Futrell, ABC's of Relationship Selling Through Service Current Edition.

New York: McGraw-Hill/Irwin, 2011.

10th Grade Textbook Reading Level. ISBN: 0-07-340484-5

VIII. **Student Learning Outcomes**

Upon completion of this course, the student will be able to:

1. describe retailing today including kinds of stores, merchandising, and careers in retailing;

2. apply principles of consumer behavior;

3. analyze how customers process information and make decisions;

4. solve common retail business problems using market research and other tools;

5. explain factors relating to successful advertising, promotions, publicity, and visual merchandising;

6. demonstrate awareness of legal and ethical issues.