

Montgomery County Community College  
MKT 141  
Retail Merchandising  
3-3-0

**COURSE DESCRIPTION:**

Students learn basic concepts of retailing organizations and their structure. Emphasis is placed on creating a retail plan in order to help each student discover an area of retailing which may offer a challenging and rewarding career.

**REQUISITES:**

*Previous Course Requirements*

None

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Identify the specific functions and procedures involved in retailing.	Lecture Small and Large Group Discussion Multimedia Materials Assignments	Exams Homework Assignments
2. Examine the major elements of the retail buying function.	Lecture Small and Large Group Discussion Multimedia Materials Assignments	Case Study Exams
3. Describe the elements of store management and operations.	Lecture Small and Large Group Discussion Multimedia Materials Assignments	Written Assignment – Retail Plan Exams
4. Create a retail plan including details and objectives of the retail strategy.	Lecture Small and Large Group Discussion Multimedia Materials Assignments	Written Assignment – Retail Plan Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The

benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

1. The World of Retailing
2. Types of Retailers
3. Multichannel Retailing
4. Customer Buying Behavior
5. Retail Strategy
6. Financial Strategy
7. Retail Locations
8. Retail Site Location
9. Human resource Management
10. Information Systems and Supply Chain Management
11. Customer Relationship Management
12. Merchandise Planning Process
13. Buying Merchandise
14. Retail Pricing
15. Retail Communications
16. Managing the Store
17. Store Layout and Design
18. Customer Service

#### LEARNING MATERIALS:

Levy, Weitz, Grewal. (2014). *Retail Management* (9<sup>th</sup> ed.). McGraw-Hill Irwin.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

#### COURSE APPROVAL:

Prepared by:	Eileen Kearney	Date:	3/2005
Revised by:	Eileen Kearney	Date:	2/2009
VPAA/Provost Compliance Verification:	Dr. John C. Flynn, Jr.	Date:	9/11/2009

Revised by:	Eileen Kearney and Ayisha Sereni	Date:	3/2013
VPAA/Provost or designee Compliance Verification:	Victoria L. Bastecki-Perez, Ed.D.	Date:	3/29/2013

Revised by:	Eileen Kearney	Date:	11/15/2017
VPAA/Provost or designee Compliance Verification:		Date:	11/15/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*