# 4/8/2021

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 27 April 2021

Term and Year of Implementation: Spring 2022

**Course Title:** Retail Management

**BRCC Course Rubric:** MANG 2273

**Previous Course Rubric**:

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:**

**CIP Code:** 52.0212

**Course Description:** Introduces students to the theoretical and applied aspects of retail management. Topics include introduction to retailing, retailing strategy, merchandise management and store management. This course provides the student with the insights and skills needed to gain an understanding of retail management from the perspective of the modern retailer. This course requires a materials fee.

**Prerequisites:**  BUSN 1003 (or BUSN 110) with a grade of "C" or better

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Give examples of similarities and differences between traditional retailers and category specialists.

2. Evaluate the effectiveness of marketing decisions in the retail industry, including the strategies used within the different stages of a product’s life cycle (introduction, growth, maturity, decline).

3. Explain the factors relating to visual merchandising, such as store layouts and presentation.

4. Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management).

5. Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Homework, projects, presentations, and/or class work

2. Exams and/or quizzes

3. Departmental Learning Outcomes assessment

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

1. Introduction to Retailing

2. Types of Retailers

3. Multichannel Retailing

4. Retail Market Strategy

5. Retail Locations

6. Retail Site Location

7. Supply Chain Management

8. Managing the Merchandise Planning Process

9. Retail Pricing

10. Retail Communication Mix

11. Store Layout, Design, and Visual Merchandising