

COURSE SYLLABUS

Course Title:	Principles of Retailing		Date submitted:	Fall 2013 (13-40)	
Department:	Business & Technology				
Curriculum:	Marketing				
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	BMK*103	Prerequisites:		
	Course Type:	L/D	C- or better in Integrated Reading and Writing II (ENG*075) OR Introduction to College Reading & Writing (ENG*093) OR Introduction to College English (ENG*096) OR Reading & Writing VI (ESL*162), or placement into Composition (ENG*101) [including embedded ENG*101]		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio				
	Elective Type:	G			
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science				
	Credit Hours:	3	Corequisites:		
	Developmental: (yes/no)	No	None		
	Lecture:	3			
	Clinical:	0			
	Lab:	0			
Studio:	0				
Contact Hours:	Other: 0				
	TOTAL: 3	Other Requirements:			
Class Maximum:	25	None			
Semesters Offered:	F/Sp/ Su				
Ability-Based Education (ABE) Statement:	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.				

Catalog Course Description:	Introduction to the technical and theoretical aspects of retailing. Areas of emphasis include merchandise management, buying, pricing, site selection, operations, and human resources management.
Topical Outline: List course content in outline format.	<ol style="list-style-type: none"> 1. Store-Based Retailing 2. Customer Buying Behavior 3. Strategic Planning 4. Financial Strategy 5. Site Selection 6. Organizational Structure 7. Information Systems 8. Merchandise Assortment 9. Buying Systems 10. Buying Merchandise/Pricing 11. Retail Promotion Mix 12. Managing the Store
Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. appraise, compare and contrast various institutional structures of retailing and retail operations strategies 2. evaluate how the competitive environment, government regulations, and environmental factors affect retail decision making 3. demonstrate a practical understanding of the management aspect of retailing, including finances, inventory control, merchandizing, organization, and facilities <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><u>Business Administration Program</u></p> <ol style="list-style-type: none"> 1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of: <ol style="list-style-type: none"> a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process 2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making 3. demonstrate proficiency in the General Education Abilities as they apply to the business professions <p><u>Business Administration: Retail Business Management Option</u></p> <ol style="list-style-type: none"> 1. demonstrate competency in researching, planning, implementing, and evaluating the components of a retail strategy <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p>
Evaluation: List how the above outcomes will be assessed.	<p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. examinations 2. papers 3. quizzes 4. oral presentations 5. group projects

<p>Instructional Resources:</p> <p>List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required: None Desired: None</p>
<p>Textbook(s)</p>	<p>Refer to current academic year printout.</p>