# RETAIL MERCHANDISING MARKETING 31

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Office Location: Campus Center, Lower Level

Office Hours: By Appointment

#### **Course Description:**

This Course covers the retail operation, including a study of store location, layout, organization, merchandise buying, pricing, stock planning and retail sales promotion. Personnel duties and responsibilities are also studied, including the tasks of all personnel.

## **Course Materials:**

TEXTBOOK: RETAIL: BUSINESS 2000

Author: Townsley, Maria

Latest Edition

**Publisher: Southwestern** 

#### **Course Objectives:**

Each student upon completion of the course will:

Demonstrate a thorough knowledge of terminology from the glossary in the textbook. Participate actively in at least 6 discussions of topics outlined in the textbook. Be able to describe the latest trend in retail marketing. Utilize a case approach in the resolution of retail problem.

#### **Procedures:**

Lecture, Class discussion, collaborative work groups, film, and field trips.

# **Requirements:**

- > Student must read <u>all</u> assigned material in a timely manner.
- > Student must be in class for <u>all</u> class meeting. Students are dropped on the 4<sup>th</sup> absence.

# **Course Assignment and Examinations:**

- o Two essay exams will be given. No exam make- ups for absence.
- o A marketing project must be turned in by the end of class.

### **Grades:**

Course grade is based equally on the two exams and the marketing project.

# **CLASS ASSIGNMENTS**

Week 1 & 2	ECONOMIC AND RETAIL TRENDS
Week 3 & 4	CUSTOMERS AND MARKETING
Week 5 & 6	MERCHANDISING
Week 7& 8	STORE OPERATIONS
Week 9	MID – TERM EXAM
Week 10 & 11	MANAGEMENT
Week 12 & 13	HUMAN RESOURCES
Week 14 & 15	FINANCE
Week 16	FINAL EXAM