

## Washtenaw Community College Comprehensive Report

### BMG 206 Retail Principles and Practices Effective Term: Fall 2019

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 206

**Org Number:** 13200

**Full Course Title:** Retail Principles and Practices

**Transcript Title:** Retail Principles & Practices

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:**

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Rationale:** Syllabus needs to be updated to match the evolution of the course over the last several years. Plus the current master syllabus is outdated.

**Proposed Start Semester:** Fall 2020

**Course Description:**

In this course, students will learn the conceptual, theoretical and strategic framework of fundamental brick-and-mortar as well as online retail management principles coupled with the practical applications of retailing policies, methods and procedures. Topics covered include managing, marketing, selling, promoting and distributing retail goods and services. Students will learn to apply their understanding of the retailing environment to prepare them for a career in the retail industry.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

## **General Education**

### **Request Course Transfer**

#### **Proposed For:**

Central Michigan University  
College for Creative Studies  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Jackson Community College  
Kendall School of Design (Ferris)  
Lawrence Tech  
Michigan State University  
Oakland University  
University of Detroit - Mercy  
University of Michigan  
Wayne State University  
Western Michigan University

### **Student Learning Outcomes**

1. Identify the foundational concepts central to any brick-and-mortar or online retail environment

#### **Assessment 1**

Assessment Tool: Departmental exam, discussions, blogs

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer sheet and rubrics

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

2. Recognize and apply the principles and practices related to managing the retail offering

#### **Assessment 1**

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer Sheet

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

3. Recognize and apply the principles and practices related to communicating the retail offering

#### **Assessment 1**

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All Students

How the assessment will be scored: Answer Sheet

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

#### 4. Recognize and apply the principles and practices of managing the operations of a retail organization

##### **Assessment 1**

Assessment Tool: Departmental exam and Take 10 quizzes

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer sheet

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

##### **Course Objectives**

1. Recognize retail's role in the supply chain.
2. Identify retail categories, formats, organizational structures, location determinants, and competition.
3. Identify the steps in market selection and retail locations analysis.
4. Discuss the ever-changing retail environment and the future of retailing, e.g., demographic changes, environmental uncertainties, globalization, technology, e-commerce, and competition.
5. Recognize the laws and ethical issues Ethics and Social Responsibility.
6. Identify the practices used to determine the product and service offering mix.
7. Identify and apply the principles and practices related to product ordering, e.g., new item buying, replenishment buying, and the 6-month merchandising plan.
8. Identify and apply the principles and practices related to inventory valuation, tracking, and control.
9. Identify and apply the principles and practices related to pricing concepts, strategies and customization.
10. Identify various aspects of the consumer market including where and what consumers buy (buying behavior), segmentation of the consumer market, identification of the target market, and customer advocacy.
11. Identify the principles and practices related to customer relationship management, e.g., customer service, handling customer dissatisfaction, and retail selling.
12. Recognize the elements involved in determining and implementing a promotional plan across all channels.
13. Identify the principles and practices of visual merchandising, e.g., store layouts, visual displays, and messaging/signage.
14. Identify management skills needed to succeed in the retail industry.
15. Identify the procedures and concepts regarding the recruitment, selection, training and motivation of employees.
16. Identify and apply the planning processes and interpretation of related financial statements, e.g., profit and loss, balance sheet, and cash flow statements.
17. Identify issues related to site and data management.
18. Identify the elements involved in store maintenance and store protection.
19. Perform the basic retail math calculations needed to function successfully in a retail environment, e.g., markup, markdown, gross margin, and financial ratios, and productivity measures.

##### **New Resources for Course**

##### **Course Textbooks/Resources**

Textbooks  
Manuals  
Periodicals  
Software

##### **Equipment/Facilities**

Level III classroom

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Cheryl Byrne</i>	<i>Faculty Preparer</i>	<i>Apr 04, 2019</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Apr 11, 2019</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Apr 15, 2019</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Apr 29, 2019</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>May 17, 2019</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>May 19, 2019</i>