

CAMBRIAN COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

RETAILING

MKT 105-3

RETAILING

III4: To prepare the student for a career in Marketing in general and Retailing in particular by

- (a) Developing greater understanding of management's view of the firm and its relationship with its environment.
- (b) Stressing the difference in philosophy and the outlook between the retailer and the manufacturer.
- (c) Providing the student insight into how management makes retail decisions.
- (d) Developing a better understanding of the opportunities in retailing as well as the duties demanded of the profession.

METHOD:

- (1) Student participation and class discussion will be used as much as possible.
- (2) The students will be assigned to prepare case analysis.
- (3) The high-lights of each chapter of the textbook will be emphasized by the instructor in the class.
- (4) A short quiz will be given after each chapter to
 - (a) determine the student's understanding of the material
 - (b) assess a term mark
- (5) The use of audio-visual equipment will be made often to emphasize pertinent material.

TEXT: (1) Retail Strategy and Structure: A Managerial Approach by David J. Rachman
(Ppentine-Hall)
(2) Retail Management Cases by David J. Tachman & H.G. Elam

REFERENCE MATERIAL:

- (a) Journal of Marketing
- (b) Journal of Retailing
- (c) Canadian Business
- (d) Business Quarterly

RETAILING

TOPIC NO.	PERIODS	TOPIC DESCRIPTION
		<u>Essentials of Retailing</u>
		Approaches to the study of Retailing The controllable mix The uncontrollable environment
		<u>Decision Making in Retailing</u>
		Firms* objectives Planning the strategy
		<u>Competition</u>
		Role-of competition Management's view of competition
		<u>Legal Restraints</u>
		Restrictive Laws Price Regulations Restrictions on bigness
		<u>Consumer</u>
		Population Characteristics Income Consumer Expenditures Consumer Behavior and Motivation
.3		Retail Risk
		Conducting Retail Research Observation Method Survey Method
		Buying
		Owner Buyer Centralized Buying Cooperative Buying What goods to buy When to buy
		<u>Securing Merchandise</u>
		Wholesale buying functions Merchant wholesalers Food brokers Rack jobbers

RETAILING

TOPIC NO.	PERIODS	TOPIC DESCRIPTION
9	2	<u>Services</u> Influence on demand Cost of services
10	3	<u>Retailing Pricing;</u> Pricing goals and policies Manufacturer-Retailer differences Price determination Internal & External Price Competition Pricing Techniques
11	3	<u>Communication with Customer</u> Developing a store image Retail Advertising Advertising Expenditures How to Budget Retail selling Retail selling function
12	2	<u>Physical Distribution</u> Distribution Functions Inventories and Costs
13	4	<u>Planning and Controlling</u> Estimating Retail Sales Planning Inventory Stock Sales Ratio Replenishment Systems Determining order size
14	3	<u>Store Location</u> Choosing a site City Retail Structure Location decision making
15	4	<u>Changes in Retailing</u> Nature of Changes Uncontrollable Changes Changes in Communication Changes In the firm's controllable environmen Changes in physical distribution