

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

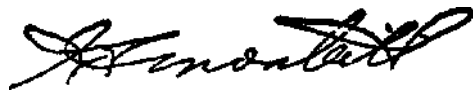
Course Outline: RETAILING
Code No MKT 119
Program aVIALL BUSINESS MANAGEMENT PROGRAM
Semester III (June - September, 1986)
Date : JUNE 1986
Author: R. RENAUD

New

X

Revision

APPROVED



Chairperson

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Date

Retailing (MKT 119)

Course Outline

Objectives

This course will serve as an introduction to the field of retailing. The student will become familiar with all aspects of the operation of a retail enterprise. The practical and theoretical knowledge gained in this course will provide a foundation for those wishing to enter into retailing either as employees or entrepreneurs.

Evaluation

Tests (2 at 30%).....	6.0%
Assignments.....	30%
Participation.....	10%
	<u>100%</u>

Course Material

Those chapters covering material which is already familiar to the students will not be allotted as much time as those containing new material. This will leave approximately one week for each of the latter.

chapter

- 1 The Nature of Retailing
- 2 Franchising
- 3 Consumer Behaviour
- 4 Store Organization
- 6 Store Location and Layout
- 7 Merchandise Handling
- 8 Store Security
- 9 The Buying Function
- 11 Merchandise Pricing
- 12 Advertising
- 13 Display
- 14 Sales Promotional Activities
- 15 Personal Selling
- 16 Merchandise and Expenses
- 18 Credit and Other Customer Services