

Sault College
of Applied Arts and Technology
sault ste. marie

Course Outline

RETAIL MERCHANDISING
BUS 230

revised March 1983
Jack Boushear

RETAIL MERCHANDISING
BUS 230

OBJECTIVE: To enable the student to grasp a fundamental understanding of the role the retailer plays in the spheres of marketing and advertising.

This course is intended to provide the student with an overview of some of the key areas in retail merchandising so as to better comprehend promotional goals carried out at that level of marketing.

GOALS: The student will become better equipped to deal with retailing promotional problems by gaining a basic knowledge of this form of entrepreneurship.

TEXT: Retialing, R. H. Burskirk and B. D. Buskirk, McGraw Hill.

METHOD: Text material will be reviewed by lecture and discussions. Students will be responsible for a seminar presentation to the class. Alternate classes will be used to apply the material of the textbook. We will use homework review questions, class discussions, and case analysis. NOTE: We will be covering 14 chapters in less than 8 weeks. Student reading and preparation is essential to productive class discussions.

STUDENT EVALUATION:	(1) Seminar presentation	30%
	- class presentation (15%)	
	- written submission (15%)	
(2) Test - March 31st	35%	
(3) Test - April 27th	35%	
	<u>100%</u>	

REWRITES: Students will be allowed to write a supplemental examination at the end of the semester provided:

- (1) an average mark of 40% is attained at the end of the semester;
- (2) attendance and participation in class is satisfactory (80% attendance)

NOTE: Students missing a test will be required to submit a written explanation of their absence. An unacceptable explanation will result in a grade of 0. An acceptable explanation will require the student to write the supplemental examination.

SUBJECT MATTER:

Chapter	Date	Seminars
1,2	March 7, 10, 11	Jack
4	March 14	Linda
6	March 17	Carmen
7	March 21	Randy
8	March 24	Laura
10	March 28	David
1,2,4,6,7,8,10	March 31	<u>TEST</u>
11	April 4	Wayne
12	April 7	Lina
13	April 11	Eddie
15	April 14	Julie
16	April 18	Jeff
18	April 21	Pam
19	April 25	Danny
11,12,13,15,16,18,19	April 28	<u>TEST</u>
Entire year's material	May 5	<u>MAKE-UP TEST</u>