

SAULT COLLEGE

of Applied Arts and Technology

Sault Ste. Marie

COURSE OUTLINE

RETAIL MERCHANDISING

BUS 230-2

ADVERTISING MANAGEMENT

revised JANUARY 1981

by J. Kuchma

Retail Merchandising

BUS- 230-2

STUDENT EVALUATION...continued

Students missing any tests must provide the instructor with a satisfactory explanation which may have to be documented. i.e. note from doctor, etc.

Late assignments will be downgraded.

Marks will be averaged at the end of the semester.

An "I" grade will mean the student may be given a chance to rewrite IF all preceding work is satisfactory and complete and at the discretion of the instructor. A rewrite opportunity is a privilege and NOT a right.

SUBJECT MATTER

Economic Significance of Retailing
Ways of Classifying Retail stores
Franchising

--
The importance of locations
Store layouts

--
An overview of retail operating statements,
pricing and operating policies.
Merchandise planning, buying and handling

--
Advertising
Promotion
Display
Salesmanship

--
Growth and trends in retailing
--