# Sault College of Applied Arts and Technology sault ste. marie

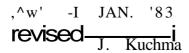
Course Outline

MAHKETING & SALSSMANSHIP

MKT 108



. dura



# Ob. jectives:

To enable the student to grasp a fundamental understanding of the role the retailer plays in the spheres of marketing and salesmanship. *This* course is intended to provide the student with an overview of some of the key areas in retail merchandising.

### Goals:

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

# Reference and Resource Material:

Text: Retailing, R.H. Buskirk and B.D, Buskirk,

McGraw Hill

Other asurces: library, newspapers, magazines etc

### Method:

Lecture and discussion periods will form a part of the learning process. Individual and group case work will supplement and reinforce the problem-solving knowledge the student has acquired.

### Student Evaluation:

Tests	(2)	(a) 40%
		(b) 50%
Assign	ments and class	
prepa	ration	10%
		10095

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.

A = .80-100% B := 65-79% G = 50-64%

NOTE: A supplementary test may be allowed only at the end of the semester^ To qualify, a student MUST have a 40% average and an 80% attendance record\*

# Sub, lect Matter

RETAILING TODAY - CAREERS IN RETAILING	A/V PRESENTATION CHAPTER 21
THE ECONOMICS OF RETAILING	CHAPTER 1
THE KINDS OF STORES	CHAPTER 2
CONSUMER BEHAVIOUR SALESMANSHIP	CHAPTER 5 14
PLANNING INVENTORY MERCHANDISE PLANNING BUYING THE MERCHANDISE PRICING AND PRICE POLICIES PHYSICAL HANDLING OP GOODS	CHAPTER 9 10 11 12 13
DISPLAY AND PROMOTION ADVERTISING	15 16
FINANCIAL PLANNING & CONTROL CREDIT POLICIES	18 19

FRANCISING