

Sault College of Applied Arts and Technology sault ste. marie

Course Outline

MARKETING & SALESMANSHIP

MKT 108

dist x^m $>^{\wedge}$ v^i %b

chama

,[^]w' -I JAN. '83
revised
J. Kuchma

Marketing and Salesmanship MET 108

Objectives:

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%
Assignments and class preparation	10%
	1009&

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	

