

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 220 – PRINCIPLES OF RETAILING

CIP Code: 52.1803

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at todds@canton.edu

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School of Business and Liberal Arts

Department: BUSINESS

Semester/Year: FALL 2023

- A. TITLE: Principles of Retailing
- B. COURSE NUMBER: BSAD 220
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: 0 per week
 Other: 0 per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No

- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

- G. COURSE DESCRIPTION:

This course represents a pragmatic approach to the study of retailing. Students identify best practices in retailing by examining case studies of real-world retail businesses. Students explore retail management alternatives relating to buying, pricing, sales promotion, customer service, store design, and staffing.

- H. PRE-REQUISITES: None Yes If yes, list below:

15 credits earned, or permission of instructor

CO-REQUISITES: None Yes If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (*see key below*)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
a. Identify best practices in operating a retail business.	Relate and interpret essential concepts of accounting, economics, finance,		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets

	law and marketing to the discipline of management			
b. Classify the components of successful retail managers.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2-Crit Think ISLO ISLO	CA IA Subsets Subsets
c. Explain operational procedures that include buying, pricing, sales promotion, customer service, store design, and staffing.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think ISLO ISLO	CA IA Subsets Subsets
d. Discuss the application of retailing theory by examining real world examples from marketing literature.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think ISLO ISLO	CA IA PS Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills

	<i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

None (OER course materials)

L. REFERENCES:

None

M. EQUIPMENT: None Needed: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Quizzes, Exams, and Participation

P. DETAILED COURSE OUTLINE:

I. Introduction

- A. Opportunities in Retailing**
- B. Careers in Retailing**
- C. Historical Perspectives**
- D. Classification of Retailers**
- E. Retail Change**

II. Retail Planning and Strategy

- A. Consumer Behavior**

1. Consumer Goods Classification
2. Consumer Buying Decisions
- B. Strategic Planning
 1. Business Objectives
 2. Store Image
 3. Target Market
 4. Market Segmentation
 5. Retailing Mix
 6. Differential Advantage
- C. Store Location
 1. Trading Area
 2. Types of Shopping Areas
 3. Site Considerations
- D. Store Design and Layout
 1. Exterior Design Decisions
 2. Interior Design
 - a. Layout
- b. Traffic Flow

III. Staffing

- A. Employee Qualifications
- B. Part-Time Employees
- C. Scheduling

IV. Merchandise Management

- A. Assortment Planning
 1. Target Market
 2. Depth
 3. Breadth
- B. Buying
 1. Sources
 2. Available Terms of Sale
 3. Supplier Relations
- C. Pricing
 1. Price-Quality Image
 2. Price Policies
 3. Markup
 4. Pricing Adjustments
 5. Break-even Analysis
- D. Merchandise Control
 1. Turnover Rate
 2. Inventory
 3. Stock Shortage

V. Retail Promotion and Services

- A. Advertising
- B. Personal Selling
- C. Display
- D. Credit
- E. Delivery

VI. Accounting and Expense Control

- A. Accounting Records**
- B. State and Federal Reports**
- C. Computer Usage**

VII. Problems and Barriers to entry

- A. Equity funds**
- B. Sex, color, religion**
- C. Licenses and permits**
- D. Zoning restrictions**

Q. LABORATORY OUTLINE: None Yes