



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	119
Descriptive Title:	Principles of Retailing Management
Division:	Business
Department:	Business Management
Course Disciplines:	Business, Management
Catalog Description:	This course examines the principles and practices used in the management of successful retail stores. Topics include site selection, layout, merchandising, staffing, positioning, customer service, promotional techniques, and all aspects of the critical buying function. Note: Letter grade or pass/no pass option.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English C1000 or equivalent
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	
Transfer UC:	No
Effective Date:	
General Education:	ECC
Term:	
Other:	
CSU GE:	
Term:	
Other:	

IGETC:	
Term:	
Other:	
CalGETC:	
Term:	
Other:	
Student Learning Outcomes:	SLO #1 Understand Marketplace Terminology Utilize a comprehensive working vocabulary of retailing and merchandising terminology. SLO #2 Strategies for Developing a Retail Business Students will identify appropriate strategies and tactics for addressing the product selection, merchandising, security, staffing, and promotional needs of a retail store. SLO #3 Recognize Differences Between Traditional and Online Retail Business Students will distinguish between the function of "brick and mortar" and online retail businesses and explain current trends of each model.
Course Objectives:	1. Explain the role of retailing as a marketing function. 2. Analyze the managerial responsibility for policy formulation regarding staff, facilities, and methods to serve the customer. 3. Identify the principles and practices of store management and publicity. 4. Describe the basic requirements for success in a retailing career at entry level, midmanagement, and upper management. 5. Design a six-month buying plan, model stock and basic stock plans. 6. Explain the elements of profit and the effect merchandising decisions have on profits. 7. Describe the security function and formulate a security plan.
Major Topics:	I. Introduction to Retail Management (6 hours, lecture) A. The history of modern retail B. Retail and the marketing process C. Basic requirements for successful store management D. Retail opportunities and careers II. The Organization of Retail Institutions (6 hours, lecture) A. Types of retailers B. Stores classified by ownership C. Stores classified by merchandise categories D. Internal organization of firms E. Group and chain organization F. Multichannel retail G. Benefits of retail channels III. Retail Customers (3 hours, lecture) A. Types of purchase decisions B. Social factors that influence the purchase decisions C. Market segmentation D. Demographics & psychographics

- E. Customer purchase behavior

IV. Store Management and Operation Functions (6 hours, lecture)

- A. Retail market strategy
- B. Growth strategies
- C. Global growth opportunities
- D. The strategic retail process
- E. Financial Strategy
- F. Strategic profit model
- G. Growth opportunities
- H. Financial analysis
- I. Performance management

V. Location (6 hours, lecture)

- A. Types of retail locations
- B. Nontraditional locations
- C. Location effect on retail strategy
- D. Societal and legal considerations
- E. Trade area analysis
- F. Lease negotiation

VI. Support Strategies (6 hours, lecture)

- A. Human resource management
- B. Staffing and schedule needs
- C. Organizational structures
- D. Legal issues in human resources
- E. Information systems and merchandise
- F. The distribution center
- G. System design
- H. RFID and other technologies

VII. Customer Service and Customer Relationship Management (CRM) (3 hours, lecture)

- A. Customer shopping data
- B. Data analysis and trends
- C. CRM programs
- D. Frequent shopper incentives
- E. Customer service as a strategic advantage
- F. Customer evaluations and secret shoppers
- G. Service recovery

VIII. Merchandise (6 hours, lecture)

- A. Merchandise planning process
- B. Sales forecasts
- C. Assortment plan
- D. Inventory levels and product availability
- E. Control systems
- F. Merchandise allocation across multiple stores

	G. Merchandise management processes H. Brand alternatives I. National-brand merchandise J. Store-brand merchandise K. Vendors relationships L. Strategic relationships M. Legal, ethical, and social responsibilities IX. Pricing and Promotion (6 hours, lecture) A. Pricing strategies and considerations B. Techniques for driving sales C. Legal and ethical pricing issues D. Traditional media elements E. New media marketing F. Communications programs G. Retail communication strategy X. Store Management (6 hours, lecture) A. Employee recruitment and training B. Employee motivation and evaluation C. Leadership D. Cost control E. Store design F. Space management G. Visual merchandising H. Store atmosphere
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
A.1. Primary Methods of Evaluation (Part 1 - CCN courses only):	
A.2. Primary Method of Evaluation (Part 2 - all courses; choose one):	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Customers have made a number of complaints to a buyer stating that he has been 'out of stock' on a category of merchandise. The buyer subsequently decides to increase this category's product availability from 80 percent to 90 percent. In a one- to two-page written report, explain what the impact on backup stock and inventory turnover will be.
Critical Thinking Assignment 1:	Suppose a local warehouse club is contemplating the purchase of some gray-market TV sets to be sold at full retail in the club store. Explain in a one- to two-page essay what the ramifications, both positive and negative, of such a purchase are. Make sure to include how the decision could impact profit, store security, the store's brand identity, and long-term customer relations.

Critical Thinking Assignment 2:	Explain in a one-page essay what factors a buyer should consider when deciding with which vendors to develop a close relationship. What factors do you believe are most important in making this determination and which factors do you believe are least important? Explain in detail why you place greater importance on the factors you chose and why you believe the less important factors are not as vital.
Other Evaluation Methods:	Essay Exams, Multiple Choice, Other Exams, Quizzes, Reading Reports, True/False, Written Homework
Instructional Methods:	Demonstration, Discussion, Lecture, Multimedia presentations
If other:	Case Studies Written Assignments Readings
Work Outside of Class:	Answer questions, Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Levy and Weitz. <u>Retailing Management</u> . 11th ed. McGraw-Hill, 2022.
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English C1000

Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills. Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Dan Heitmann
Date:	02/01/2001
Original Board Approval Date:	04/16/2001
Last Reviewed and/or Revised by:	Joshua Escalante Troesh
Date:	09/24/2025
Last Board Approval Date:	01/21/2026
Effective Term:	FA 2026