



**El Camino College**  
**COURSE OUTLINE OF RECORD – Approved**

**I. GENERAL COURSE INFORMATION**

**Subject and Number:** Business 19  
**Descriptive Title:** Principles of Retailing Management  
**Course Disciplines:** Business or Management  
**Division:** Business

**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.*

**Conditions of Enrollment:**

**Recommended Preparation:** English 1 or eligibility for English 1A or qualification by appropriate assessment

<b>Course Length:</b>	<input checked="" type="checkbox"/> Full Term	<b>Other (Specify number of weeks):</b>
<b>Hours Lecture:</b>	3.00 hours per week	TBA
<b>Hours Laboratory:</b>	0 hours per week	TBA
<b>Course Units:</b>	3.00	

**Grading Method:** Both  
**Credit Status:** Associate Degree Credit

**Transfer CSU:** ☒ Effective Date: 2/19/2008  
**Transfer UC:** No

**General Education:**  
**El Camino College:**

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**CSU GE:**

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**IGETC:**

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## **II. OUTCOMES AND OBJECTIVES**

- A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)**

**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.

- B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)**

1. Explain the role of retailing as a marketing function.  
Written homework
2. Analyze the managerial responsibility for policy formulation regarding staff, facilities, and methods to serve the customer.  
Objective Exams
3. Identify the principles and practices of store management and publicity.  
Objective Exams
4. Describe the basic requirements for success in a retailing career at entry level, mid-management , and upper management.  
Objective Exams
5. Design a six month buying plan, model stock and basic stock plans.  
Written homework
6. Explain the elements of profit and the effect merchandising decisions have on profits.  
Essay exams
7. Describe the security function and formulate a security plan.  
Objective Exams

**III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)**

<b>Lecture or Lab</b>	<b>Approximate Hours</b>	<b>Topic Number</b>	<b>Major Topic</b>
Lecture	6	I	Introduction to Retail Management A. The history of modern retail B. Retail and the marketing process C. Basic requirements for successful store management D. Retail opportunities and careers
Lecture	6	II	The Organization of Retail Institutions 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
Lecture	3	III	Retail Customers A. Types of purchase decisions B. Social factors that influence the purchase decisions C. Market segmentation D. Demographics & psychographics E. Customer purchase behavior
Lecture	6	IV	Store Management and Operation Functions 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
Lecture	6	V	Location 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
Lecture	6	VI	Support Strategies 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

			<ul style="list-style-type: none"> <li>G. System design</li> <li>H. RFID and other technologies</li> </ul>
Lecture	3	VII	<p>Customer Service and Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> <li>A. Customer shopping data</li> <li>B. Data analysis and trends</li> <li>C. CRM programs</li> <li>D. Frequent shopper incentives</li> <li>E. Customer service as a strategic advantage</li> <li>F. Customer evaluations and secret shoppers</li> <li>G. Service recovery</li> </ul>
Lecture	6	VIII	<p>Merchandise</p> <ul style="list-style-type: none"> <li>A. Merchandise planning process</li> <li>B. Sales forecasts</li> <li>C. Assortment plan</li> <li>D. Inventory levels and product availability</li> <li>E. Control systems</li> <li>F. Merchandise allocation across multiple stores</li> <li>G. Merchandise management processes</li> <li>H. Brand alternatives</li> <li>I. National-brand merchandise</li> <li>J. Store-brand merchandise</li> <li>K. Vendors relationships</li> <li>L. Strategic relationships</li> <li>M. Legal, ethical, and social responsibilities</li> </ul>
Lecture	6	IX	<p>Pricing and Promotion</p> <ul style="list-style-type: none"> <li>A. Pricing strategies and considerations</li> <li>B. Techniques for driving sales</li> <li>C. Legal and ethical pricing issues</li> <li>D. Traditional media elements</li> <li>E. New media marketing</li> <li>F. Communications programs</li> <li>G. Retail communication strategy</li> </ul>
Lecture	6	X	<p>Store Management</p> <ul style="list-style-type: none"> <li>A. Employee recruitment and training</li> <li>B. Employee motivation and evaluation</li> <li>C. Leadership</li> <li>D. Cost control</li> <li>E. Store design</li> <li>F. Space management</li> <li>G. Visual merchandising</li> <li>A. Store atmosphere</li> </ul>
Total Lecture Hours		54	
Total Laboratory Hours		0	
Total Hours		54	

#### **IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS**

##### **A. PRIMARY METHOD OF EVALUATION:**

Substantial writing assignments

##### **B. 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 1-2 page written report, explain what the impact on backup stock and inventory turnover will be.

##### **C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:**

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.
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.

##### **D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

Essay exams  
Other exams  
Quizzes  
Reading reports  
Written homework  
Multiple Choice  
True/False

#### **V. INSTRUCTIONAL METHODS**

Demonstration  
Discussion  
Lecture  
Multimedia presentations  
Other (please specify)  
    Case Studies  
    Written Assignments  
    Readings

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

## VI. WORK OUTSIDE OF CLASS

Study  
Answer questions  
Required reading  
Problem solving activities  
Written work

**Estimated Independent Study Hours per Week: 6**

## VII. TEXTS AND MATERIALS

### A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Levy and Weitz. Retailing Management. 10th ed. McGraw-Hill, 2019.

### B. ALTERNATIVE TEXTBOOKS

### C. REQUIRED SUPPLEMENTARY READINGS

### D. OTHER REQUIRED MATERIALS

## VIII. CONDITIONS OF ENROLLMENT

### A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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### B. Requisite Skills

Requisite Skills
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### C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
Non-Course Recommended Preparation AND eligibility for English 84	This course requires reading a variety of materials including the text and relevant materials provided by the instructor.
Non-Course Recommended Preparation eligibility for English A	Understanding of course content requires college level comprehensive reading and writing skills.

### D. Recommended Skills

Recommended Skills
Read, analyze and understand course text and supplemental materials. ENGL 82 - Discuss elements of a book-length text orally or by means of journals, summaries or compositions.
Analyze assigned readings and develop written responses and analyses as assigned. ENGL B - Read and apply critical thinking skills to pre-collegiate texts for the purposes of writing and discussion.

**E. Enrollment Limitations**

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Dan Heitmann on 02/01/2001.

**BOARD APPROVAL DATE: 04/16/2001**

**LAST BOARD APPROVAL DATE: 05/18/2020**

**Last Reviewed and/or Revised by M Som de Cerff**

**Date: 10/19**

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