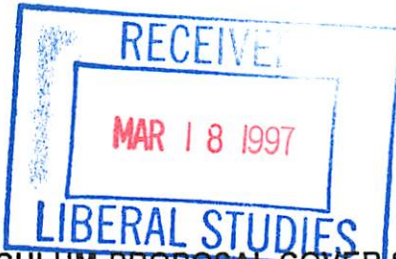


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Action-Date: \_\_\_\_\_



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Number: 99-23C  
Submission Date: \_\_\_\_\_  
Action-Date: App 4/21/98  
Senate app. 5/5/98

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Madan Batra/Krish Krishnan Phone 2522  
Department Marketing

**II. PROPOSAL TYPE (Check All Appropriate Lines)**

MK 436 COURSE Retail Management  
Suggested 20 character title

New Course\* MK 436 Retail Management  
Course Number and Full Title

Course Revision \_\_\_\_\_  
Course Number and Full Title

Liberal Studies Approval + \_\_\_\_\_  
for new or existing course Course Number and Full Title

Course Deletion \_\_\_\_\_  
Course Number and Full Title

Number and/or Title Change \_\_\_\_\_  
Old Number and/or Full Old Title  
\_\_\_\_\_  
New Number and/or Full New Title

Course or Catalog Description Change \_\_\_\_\_  
Course Number and Full Title

**PROGRAM:**  Major  Minor  Track

New Program\* \_\_\_\_\_  
Program Name

Program Revision\* \_\_\_\_\_  
Program Name

Program Deletion\* \_\_\_\_\_  
Program Name

Title Change \_\_\_\_\_  
Old Program Name  
\_\_\_\_\_  
New Program Name

**III. Approvals (signatures and date)**

[Signature] 3/10/97  
Department Curriculum Committee

[Signature] 3/10/97  
Department Chair

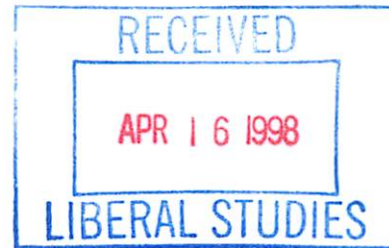
[Signature] 3/10/97  
College Curriculum Committee

[Signature] 3/12/97  
College Dean

+ Director of Liberal Studies (where applicable)

\*Provost (where applicable)

97-23c



## Syllabus of Record

*Revised*

### I. Catalog Description

MK 436 Retail Management

3 credits  
3 lecture hours  
0 lab hours  
(3c-01-3sh)

Prerequisite: MK 320

Introduces students to all facets of retailing including the history of retailing, retail theories, and decision-making in retailing framework.

### II. Course Objectives

1. Students will learn the history and environment of retailing in a dynamic retailing framework.
2. Students will learn the retail management functions and learn how to efficiently run a retail store.
3. Students will learn to evaluate retail markets.
4. Students will learn about the retailing mix and how to implement it. Topics include choosing a site, product, service, buying processes, procurement, merchandise planning and control, advertising, personal selling and promotions.
5. Students will learn to apply their knowledge to actual retailing operations.

### III. Course Outline

- A. Discovering the World of Retailing (3 lectures)
  1. Nature of Retailing
  2. Strategic Retail Management
- B. Analyzing the Environments of Retailing (6 lectures)
  1. Competitive Behavior of Retail Institutions
  2. Buying Behavior of Consumers
  3. Regulatory and Ethical Aspects of Retailing

4. **Retailing Information System**
- C. Retail Management Function (10 lectures)**
1. **Managing the firm's finances, and financial and capital management**
  2. **Organization of the retail firm: elements, principles, forms and patterns of retail firms.**
  3. **Staffing the retail store**
  4. **Designing the store facilities**
  5. **Ensuring retail store security: internal and external**
- D. Retailing Mix Management (21 lectures)**
1. **Choosing the retail site**
  2. **Managing the product mix**
  3. **Managing the service mix**
  4. **Buying function: processes and patterns**
  5. **Procurement process: principles**
  6. **Merchandise planning process**
  7. **Setting retail prices**
  8. **Retail advertising function and processes**
  9. **Personal selling in retailing environment**
  10. **Retail promotions: displays, sales promotions, and publicity**
- E. Careers in Retailing and Growth Prospects (2 lectures)**

#### **IV. Evaluation Methods**

The final grade for this course will be determined as follows:

- 60% Tests. Three tests (two during semester and a final) consisting of multiple choice, true-false and short essay.
- 30% Retail Research Project: Each student will prepare a 15-20 page paper on a specific topic relating to a specific retail store approved by the instructor. Specific instructions for research will be provided to students on one-to-one basis depending on the chosen topic and the store setting. Research project will be graded on its content and research effort.
- 10% Assignments/Participation. Students will be graded on their periodic homework assignments and/or class assignment work.

#### **Grading:**

<b>A = 90-100</b>	<b>D = 60-69</b>
<b>B = 80-89</b>	<b>F = 59 and below</b>
<b>C = 70-79</b>	

#### **V. Required Textbooks, Supplemental books and Readings**

Textbook: Lewison, Dale M. *Retailing*, McMillan College Publishing, New York, 1994.

#### **VI. Special Resource Requirements**

No special resource requirements are necessary for this course

#### **VII. Bibliography**

Berman, Berry and Joel R. Evans. *Retail Management: A Strategic Approach*, Prentice Hall, NJ, 1995.

Levy, Michael and Barton Weitz, *Retail Management*, Irwin-McGraw-Hill, Burr Ridge, IL. 1998

Naumann, Earl and K. Giel, *Customer Satisfaction Measurement and Management*, Cincinnati, Thomson Executive Press, 1995

Carroll, C. "Developing Competitive Strategies in Retailing", *Long Range Planning*, 25, April 1992, 81-88

Ziethaml, Valarie, Parasuraman, A. And Leonard Berry, "Problems and Strategies In Services Marketing", *Journal of Marketing*, 49 Spring 1985, 33-46

Brown, Stephen, "The Wheel of Retailing: Past and Future", *Journal of Retailing*, Summer, 1990, 147

Zimmer, Mary, and Linda Golden, "Impressions of Retail Stores: A Content Analysis of Consumer Images", *Journal of Retailing*, 64.Fall,1998,266-293

## Course Analysis Questionnaire

### Section A: Details of the Course

A1 This course will be an elective for students in the BS in Marketing program . The course replaces DE332 (Retail Management) which is being deleted. The course is not intended for inclusion in the Liberal Studies program.

A2 Yes (affects program requirements):

1. Marketing majors - controlled electives, replaces DE332.
2. Business Education Majors - replaces DE332.
3. Interior Design/Housing Majors - replaces DE332.
4. Fashion Merchandising Majors - replaces DE332.

Course deletion for DE332 is being submitted by the OSBE Department.

A3 Yes, the course has been offered as MK481 during Fall 1996 with an enrollment of about 40 students including Marketing Majors, Business Education Majors, Marketing Minors and free-elective students.

A4 This course is not intended to be dual level.

A5 This course is not to be taken for variable credit.

A6 Similar courses are offered at these institutions:  
Arizona State University: Retail Management  
Youngstown State University: Retail Marketing  
Oklahoma State University: Retailing Management

A catalog description for each course is attached to this proposal

A7 Although this course is not required for accreditation, the Association of American Colleges and Schools of Business (AACSB) has recommended that the course be taught in the Marketing Department. The Eberly College of Business is currently in the final stages of the accreditation process.

### Section B: Interdisciplinary Implications

B1 The course will be taught by one instructor.

B2 This course replaces DE332. Memo of support from OSBE Department is attached. This course does not overlap with any other current courses of the University.

- B3 Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course.

**Section C: Implementation**

- C1 No new faculty are needed to teach this course. The course is currently being taught by the Marketing Department as MK481.
- C2 Current resources including space and equipment in the new Eberly College of Business building are adequate. The current library holdings also are adequate.
- C3 No grant funds are associated with this course.
- C4 One section of this course will be offered every other semester.
- C5 One section of the course will be offered at a time.
- C6 We plan to accommodate about 30 students per section.
- C7 No professional society has recommended enrollment limits for this course.

**Section D: Miscellaneous**

No additional information is necessary.