

North Central Michigan College

NCMC MASTER COURSE SYLLABUS FOR YEARS 2001-2003

DIVISION/AREA: Business and Technologies

DEPARTMENT: Business

DIVISION DIRECTOR: Robert Marsh, Ph.D.

ORIGINATOR: Chet Jessick

DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

TOTAL HOURS OF INSTRUCTION: LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS:

COURSE NUMBER: M 204

CREDIT HOURS: 3

COURSE TITLE: RETAILING AND SERVICES MANAGEMENT

TRANSFERABLE YES: NO: TO:

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY:

CATALOG DESCRIPTION: Find out what it takes to develop and maintain a successful relationship between producer and ultimate consumer. Major topics include strategic and tactical planning, consumer behavior, consumer and market research, retail information systems, location, customer service, merchandise management, pricing, and internal and external communication.

GENERAL EDUCATION OUTCOMES:

The purpose of General Education requirements in our degree programs is to enable students to develop their ability to reason, to communicate effectively in both oral and written form, and to acquire sufficient knowledge of their heritage to participate fully in society and the world.

COURSE OBJECTIVES & OUTCOMES: By the end of this course, the student will be able to: 1.) Explain strategic retail management, 2.) Identify the institutions of retailing, 3.) Describe why and how to select a target/niche, 4.) Explain how to gather the necessary information about the people that you want to serve, 5.) Explain the importance of location, location, location, 6.) Describe merchandise management and explain price determination, 7.) Explain the communication process and media decisions in relationship to the customer, 8.) Describe managing a retail business, 9.) Exhibit a future orientation and explain how to plan for change, and 10.) Understand the importance of deadlines and be able to meet them.

METHODS OF INSTRUCTION: Discussion, lecture, mentor projects & reports, and group & individual projects.

COURSE TITLE AND NUMBER: RETAILING AND SERVICES MANAGEMENT, M 204

METHODS OF EVALUATION:

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| Class Participation | 10% | Drop lowest score |
| Mentor Reports | 30% | Drop two lowest scores |
| Group Projects | 30% | Drop lowest score |
| Individual Presentations | 30% | Drop lowest score |

REQUIRED TEXTS: Retail Management, A Strategic Approach, Eight Edition, Prentice Hall, Upper Saddle River, New Jersey, 2001.

OPTIONAL SUPPLEMENTARY MATERIALS: Video case studies for many chapters will be viewed and discussed in class. The Wall Street Journal
Any newspaper, magazine, or trade journal article, etc., you find that relates to this class.

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

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| Week 1 | Introduction. Chapter 2 (Building and Sustaining Relationships in Retailing). |
| Week 2 | Chapter 3 (Strategic Planning in Retailing) Group Planning the semester. Mentor project intro. Chapter 5 (Retail Institutions by Store-based Strategy Mix) |
| Week 3 | Chapter 6 (Web, Nonstore-based, and Other Forms of Nontraditional Retailing) Your Mentor Information Due. |
| Week 4 | Chapter 7 (Identifying and Understanding Consumers Group Project/Retail Site Visit |
| Week 5 | Chapter 8 (Information Gathering and Processing in Retailing Group Project/Retail Site Visit |
| Week 6 | Chapter 9 (Trading Area Analysis) Group Project/Retail Site Visit |
| Week 7 | Chapter 10 (Site Selection) Group Project/Retail Site Visit |
| Week 8 | Chapter 11 (Retail Organization and Human Resource Management) Group Project/Retail Site Visit |
| Week 9 | Chapter 12 (Operations Management: Financial Dimensions Group Project/Retail Site Visit |
| Week 10 | Chapter 13 (Operations Management: Operational Dimensions) Group Project/Retail Site Visit |
| Week 11 | Chapter 14 (Developing Merchandise Plans); Chapter 15 (Implementing Merchandise Plans) Group Project/Retail Site Visit |
| Week 12 | Chapter 16 (Financial Merchandise Management); Group Presentation Chapter 17 (Pricing in Retailing); Group Presentation |

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| Week 13 | Chapter 17 (Establishing and Maintaining a Retail Image) Group Project/Retail Site Visit |
| Week 14 | Chapter 18 (Promotional Strategy) Group Project/Retail Site Visit |
| Week 15 | Group Presentations |
| Week 16 | Special Topics |

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON _____