

MERCER COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

MKT 105
Course Number

Retail Merchandising
Course Title

3
Credits

3
Class Hours

0
Laboratory Hours

Business
Division

15 Weeks
Length of Semester

<u>Text:</u>	Title:	<u>Retail Buying</u>
<u>Study Guide:</u>	Author:	J. Diamond, G. Pintel
	Publisher:	Prentice Hall
	Edition:	Sixth

Catalog Description:

This course examines the role of merchandising at the retail level. This includes the many dimensions of the buyer's job, such as: inventory management, merchandise flow, assortment planning and the use of the computer in merchandising.

Prerequisites: None

Corequisites: None

Dr. Carl J. Kovelowski
Course Coordinator

Instructor's Name _____
Time/Location _____
Office/Phone #'s _____
Office Hours _____

8/2001

A. General Learning Goals

Upon completion of this course, the student will have an understanding of the field of Retail Merchandising to include duties, responsibilities and tasks needed to be a competent buyer at the retail level.

B. Planned Sequence of Topics and/or Learning Activities:

1. Planning and organizing for buying. When, what, how much to buy, pricing, and developing resources and inventory and promotional planning and controls. Supervision of sales and supporting staff.
2. The role of retailing to include types of retailers, current and future developments, and the organization structure.
3. The buying and merchandising process including techniques for buying, buying for various types of stores, buyer-vendor relationships.
4. Planning and managing the merchandise assortment including inventory management, use of the computer, merchandise flow and risk involved with fashion merchandising.
5. The marketing and selling process including the buyer's role in visual merchandising, sales promotion and sales supporting services.
6. The buyer's responsibility for profits.
7. The buyer's duties to include managing human resources, working with branch stores, traffic, receiving and marketing departments.
8. The federal laws and regulations that the buyer must understand.
9. The challenge of the next decade for retail stores.

Course Requirement: The student must:

1. Research at least five current articles pursuant to the topics being studied during the semester.
2. Be prepared to present the article orally to the class.
3. Your instructor will announce the due date or dates for the articles.

Article Presentation:

1. The article must be as current as possible (within one calendar year).
2. The article should be summarized in the student's own words.
3. The article must also be critiqued; that is to say, the author's main ideas should be brought to bear relative to their effects on current market situations. (See attached required format)

Suggested Sources for Article Reports:

1. Journal of Marketing/Retailing
2. Business Week
3. Harvard Business Review
4. Advertising Age
5. Quality Progress
6. Wall Street Journal
7. Nation's Business
8. Forbes
9. Fortune
10. Black Enterprise
11. Internet

Academic Integrity Statement:

“A student who a.) knowingly represents work of others as his/her own; b.) uses or obtains unauthorized assistance in the execution of any academic work; or c.) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Classroom Conduct Statement:

It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together.

Course Grade Evaluation:

Quizzes	30%
4 Hourly Exams (dates to be announced)	50%
Class Participation – Attendance	5%
Reaction Papers	<u>15%</u>
Final Grade	100%

Numerical Grade Equivalents:

90 to 100 = A
80 to 89 = B
70 to 79 = C
60 to 69 = D
59 = F

NOTE: All test questions will relate to the chapter objectives indicated at the beginning of each chapter. All of the chapter objectives as stated in your text will be accomplished with at least 60% accuracy level. Objectives will be measured utilizing at least one (1) of the following testing methods:

- (a) Essay questions.
- (b) Objective – true, false, matching, or multiple choice type questions.
- (c) A combination of essay and objective type questions.

Exam Schedule:

TEST #1	Chapters 1-2-3-4
TEST #2	Chapters 5-6-7-8
TEST #3	Chapters 9-10-11
TEST #4	Chapters 12-13-14-15

Required Format

Name: _____

Section: _____

A REACTION PAPER

Title of Article:

Source and Date:

Author:

Summary of Article:

Reaction and Recommendations:

Learning Activities for Each Week:

1. Read chapter.
2. Complete the review questions at the end of the chapter.
3. Be prepared for take a quiz based on the text material and lecture/seminar discussions in class.
4. Case problems to be assigned at the discretion of your instructor.

Week #1 – The Buyer’s Role for the New Millennium – Chapter 1

After completing the learning activities, you should be able to successfully complete the objectives listed on page 3 in your text.

Week #2 – Buying for Traditional Retail Organization – Chapter 2

After completing the learning activities, you should be able to successfully complete the objectives listed on page 33 in your text.

Week #3 – Buying for Off-Price Retail Operations – Chapter 3

After completing the learning activities, you should be able to successfully complete the objectives listed on page 53 in your text.

Week #4 – Buying for Off-Site Retail Operations – Chapter 4

After completing the learning activities, you should be able to successfully complete the objectives listed on page 71 in your text.

Week #5 – The Market Specialist and How They Serve Retailers – Chapter 5

After completing the learning activities, you should be able to successfully complete the objectives listed on page 91 in your text.

Week #6 – Planning the Purchase – What to Buy – Chapter 6

After completing the learning activities, you should be able to successfully complete the objectives listed on page 125 in your text.

Week #7 – How Much to Buy – Chapter 7

After completing the learning activities, you should be able to successfully complete the objectives listed on page 147 in your text.

Week #8 – Selecting the Resources and Timing the Purchase – Chapter 8

After completing the learning activities, you should be able to successfully complete the objectives listed on page 169 in your text.

Week #9 – Purchasing in the Domestic Market – Chapter 9

After completing the learning activities, you should be able to successfully complete the objectives listed on page 197 in your text.

Week #10 – Foreign Market Purchasing – Chapter 10

After completing the learning activities, you should be able to successfully complete the objectives listed on page 217 in your text.

Week #11 – Negotiating the Purchase and Writing the Order – Chapter 11

After completing the learning activities, you should be able to successfully complete the objectives listed on page 249 in your text.

Week #12 – Merchandise Pricing – Chapter 12

After completing the learning activities, you should be able to successfully complete the objectives listed on page 269 in your text.

Week #13 – The Development of Private-Label Programs – Chapter 13

After completing the learning activities, you should be able to successfully complete the objectives listed on page 291 in your text.

Week #14 – Disseminating Product Information to Store Personnel – The Buyer's Role in Planning, Advertising, Special Events, Visual Merchandising – Chapters 14-15

After completing the learning activities, you should be able to successfully complete the objectives listed on pages 313-331 in your text.

Week #15Learning Activities:

1. Final Reaction Papers due. To be presented orally at the discretion of the instructor.
2. Final Exam.