

- (GE Goals 1, 5, 8; MCCC CS Goals B, D)
2. Interpret the buying procedures of various types of retail businesses.
(GE Goals 1, 2, 4, 9; MCCC CS Goals A, B, D, E)
 3. Apply the mathematical calculations needed to price incoming merchandise and make price adjustments on in-stock merchandise.
(GE Goals 2, 9; MCCC CS Goals B, C, D, E)
 4. Analyze promotional activities used by buyers.
(GE Goals 1, 2; MCCC CS Goals A, B, D, E)
 5. Outline the steps for developing effective sales forecasts, merchandise assortments and assortment plans.
(GE Goals 1, 2, 4; MCCC CS Goals B, C, E)
 6. Integrate merchandise plans, select vendors, and develop partnerships between retailers and vendors.
(GE Goals 1, 4, 5, 8, 9; MCCC CS Goals A, B, D, F)
 7. Analyze the environment in which buying occurs.
(GE Goals 1, 5, 6; MCCC CS Goals A, B, C, D, E)
 8. Compare negotiation practices and foreign sourcing for planned purchases.
(GE Goals 1, 5, 6; MCCC CS Goals A, C, D, F, G)
 9. Orally communicate and join in class discussions and presentations.
(GE Goals 1, 5, 6; MCCC CS Goals A, B, F)

General Education Knowledge Goals

Goal 1. Communication. Students will communicate effectively in both speech and writing.

Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Goal 8. Diversity. Students will understand the importance of a global perspective and culturally diverse peoples.

Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations

MCCC Core Skills

Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.

Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.

Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.

Goal D. Information Literacy. Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.

Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Goal G. Intra-Cultural and Inter-Cultural Responsibility. Students will demonstrate an awareness of the responsibilities of intelligent citizenship in a diverse and pluralistic society, and will demonstrate cultural, global, and environmental awareness.

Units of study in detail

Unit I **Understanding the Retail Environment Where Buying Occurs**

Learning Objectives

The student will be able to...

- Develop a marketing orientation
(Course Competencies: 1, 2, 7 & 9)
- Identify target markets for your products.
(Course Competencies: 1, 2, & 7)
- Review trends, emerging and the growing retail formats where will consumers make purchases.
(Course Competencies: 1, 2, & 7)
- Pin Point challenges facing retailers
(Course Competencies: 1, 2, 7 & 9)
- Describe the buying function in retailing; a buyers job, changing role of a retail buyer, planning for a buying career, and evaluating a buyers' performance
(Course Competencies: 1,2,3,6, & 7)
- Define retail venues; buying different types of products, buying for different retail formats including chains and your own store
(Course Competencies: 1, 3, 5, 6, & 7)

Unit II **Getting Ready to Make Buying Decisions**

Learning Objectives

The student will be able to...

- Utilize utilizing market research, internal, and external sources.
(Course Competencies: 1, 2, 3, 5, 6, & 7)
- Pinpoint elements of buying, including services provided, types, trends, and selecting a buying office
(Course Competencies: 2, 7 & 9)
- Describe your customers; identifying changes in consumer markets, understanding buying motives and learning about customers through data warehousing and data mining
(Course Competencies: 1, 2, 7, & 9)

Unit III **Planning and Controlling Merchandise Purchases**

Learning Objectives

The student will be able to...

- Identify the scope of forecasting; developing sales forecasts, decision making, and planning for the future
(Course Competencies: 5 & 7)
- Develop and prepare a six month merchandise plan as well as a merchandise assortment.
(Course Competencies: 1, 2, 3, 4, 5, 6, & 7)

- Establish and use inventory control systems; inventory management and Quick Response System.
(Course Competencies: 5 & 7)

Unit IV Purchasing Merchandise

Learning Objectives

The student will be able to...

- Select vendors and build partnerships; including types of vendors, making contact, criteria for selecting vendors and analyzing performance.
(Course Competencies: 1, 6, 7 & 8)
- Prepare for market visits and negotiating with vendors
(Course Competencies: 1, 2, 6, 7, 8 & 9)
- Review how to locate and purchase from sources in a foreign market
(Course Competencies: 1, 7, 8 & 9)
- Initiate Sales
(Course Competencies: 1, 2, 5, 6, 7, 8 & 9)

Unit V Motivating Customers to Buy

Learning Objectives

The student will be able to...

- Price merchandise; establishing prices including factors affecting prices and markdowns
(Course Competencies: 1, 2, 3, 4 & 7)
- Promote merchandise
(Course Competencies: 1, 2, 3, 4, 5 & 7)
- Develop a promotional plan; prepare budgets, select merchandise, establish a schedule, and prepare promotional message
(Course Competencies: 1, 3, 4, 5, 7 & 9)
- Evaluate promotional activities
(Course Competencies: 1, 2, 3, 4 & 7)

Evaluation of student learning:

Evaluation/Final Course Grades

The grades will be assigned as follows:

- A 93 - 100%
- A- 90 - 92.9%
- B+ 87 - 89.9%
- B 84 - 86.9%
- B- 80 - 83.9%
- C+ 77 - 79.9%
- C 70 - 76.9%
- D 60 - 69.9%

F Below 60%

Evaluation/ Final Course Grades:

The final course grade is based on completed projects, presentations, classroom exercises, test scores, as well as adherence to schedule dates, lectures, and participation with class discussions and analysis. Final course grades are based on the following:

Grade Breakdown	Percent Overall Grade
2-4 Assignments per Unit	50%
Final Project and Presentation	25%
Homework and Exams based on each Unit	25%

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair and continuing pursuit of knowledge, free from fraud and deception. This implies that students are expected to be responsible for their own work. Presenting another individual’s work as one’s own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student Handbook and is found on the college website (https://www.mccc.edu/admissions_policies_integrity.shtml).

Special Needs Accommodations:

Any student in this class who has special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the Americans with Disabilities Act and Section 504 on the Rehabilitation Act of 1973. If you believe you are eligible for services, please contact Arlene Stinson, the Director for Academic Support Services. Mrs. Stinson’s office is LB217. She can also be reached by telephone at (609) 570-3525.