

Bossier Parish Community College Syllabus

Course Prefix and Number: BADM 211

Credit Hours: 3

Course Title: Principles of Retailing

Course Prerequisites: BADM 105

Textbook: LEVY, Retailing Management.

Please refer to the BPCC bookstore for the edition required during your semester of enrollment.

Course Description: Introduction to the retailing environment, types of retailers, current trends, retailing strategy, merchandise and store management. Students will solve realistic problems and analyze case studies.

Learning Outcomes:

At the end of this course, the student will

- A. Describe the characteristics of retail customers and competitors that are used to effectively develop and implement a retail strategy
- B. Display knowledge of the strategic decisions retailers make
- C. Display knowledge regarding tactical decisions involving merchandise and store management

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. Define the different types of retailers and their functions (A),
- 2. Explain how retailers coordinate multiple selling channels to interact with their customers (A), (B), (C)
- 3. Discuss consumer buying behavior and how retailers can affect the buying process (A)
- 4. Explain how retailers develop a retail market strategy using strategic decisions (B)
- 5. Demonstrate knowledge of store and merchandise management in the retail environment (C)
- 6. Analyze a variety of case studies about current issues confronting retail managers (A), (B), (C)

Course Requirements:

The following are intended to help the learner meet the stated learning outcomes of the course: students will be evaluated on results of semester exams and other semester assessments; students will be required to participate in class discussions and activities.

Course Grading: All points earned from assignments are totaled to see where that value falls in the following scale based on a ten-point grading scale:

90 – 100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Course Fees: This course is accompanied with an additional fee for supplemental materials.

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA

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Equity/Compliance Coordinator

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