

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	MKA 1041
COURSE TITLE:	Retail Merchandising
PREREQUISITE(S):	None
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	20
CATALOG COURSE DESCRIPTION:	
This is a basic course designed to provide students with an overview of the retailing industry, including organization, operation, environmental influence on the industry, store location, layout and design, and entrepreneurship.	
SUGGESTED TEXT(S):	Diamond J. Litts, <u>Retailing in the New Millennium</u> , Fairchild Publications, New York 2002
IMPLEMENTATION DATE:	January, 1989
REVIEW OR MODIFICATION DATE:	January, 2003 Fall Term, 2002 (20031) Fall Term, 2008 (20091) - Outline Review 2007 (was MKA 1425)

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Introduction	1
A. Syllabus	
B. Grading Procedures	
C. Attendance	
D. Class Rules and Policies	
II. Retailing Overview	4
A. Historical Perspective	
B. Terminology	
C. The Four P's of Marketing	
D. Position in Channel of Distribution	
E. Image in Relation to Market Position	
III. Retail Environment	5
A. Economical Influence	
B. Sociological Influence	
C. Political Influence	
D. Technological Influence	
E. Legal Constraints	
F. Competitive Influence	
IV. The Retail Customer	5
A. Factors Affecting Consumer Decisions	
B. The Decision-Making Process	
V. Retailing Methods	6
A. Store Functions	
B. Types of Stores	
C. Nonstore Retailing	
D. International Retailing	
E. Electronic Retailing	
VI. Store Location	3
A. Researching the Trading Area	
B. Selecting a Site	
C. Buying vs. Leasing	
D. Shopping Center Management Trends	

COURSE TOPICS (CONTINUED)	<u>CONTACT HOURS PER TOPIC</u>
VII. Store Layout and Design	3
A. Trends	
B. Basics of Store Design	
C. Basic Layouts	
D. Fixturing	
E. Reimaging and Renovating	
VIII. Retail Organization and Policies	6
A. Business Organization	
B. Merchandising Policies	
C. Service Policies	
D. Credit and Collection Policies	
E. Security Policies	
IX. Store Operations	3
A. Sales Support Areas	
B. Receiving and Marking	
C. Stocking Goods and Stock Management	
X. Starting a Retail Business	3
A. Entrepreneurship	
B. Planning	
C. Financing	
D. Franchising vs. Building or Buying	
XI. Future Trends in Retailing	3
XII. Careers	6

STUDENT COMPENCIES:

The student will be able to:

1. Explain the role of marketing in the free enterprise system.
2. Describe channels of distribution.
3. Discuss the role of the consumer in the free enterprise system.
4. Identify and define the functions of marketing.
5. Identify and explain the elements in the marketing mix.
6. Differentiate between the three basic categories of consumer goods.
7. Name current trends that have developed in retailing.
8. List the major components of GNP.
9. Understand the importance of marketing operations including store safety, marking and receiving, security, credit, store maintenance and housekeeping, and distribution of goods.
10. Understand the role of the manager and entrepreneur.
11. Explain the steps necessary in developing a business plan.
12. Analyze factors for consideration in locating a business.
13. Analyze plans and alternatives for financing a business.

PROGRAM TITLE: Business Administration and Management

COURSE TITLE: Retail Merchandising

CIP NUMBER: 1506.040102

LIST PERFORMANCE STANDARDS ADDRESSED:

NUMBER(S): TITLES(S):

04.0 PERFORM COMMUNICATION ACTIVITIES--The student will be able to:

- 04.01 Follow oral and written instructions.
- 04.02 Compose business correspondence and related documents.
- 04.03 Prepare, outline, and deliver a short oral presentation.
- 04.04 Participate in a group discussion as a member and as a leader.
- 04.05 Obtain appropriate information from graphics, maps, or signs.
- 04.06 Locate and record information retrieved from written resources including current business periodicals.
- 04.07 Annotate letters, reports, and/or news articles.
- 04.08 Edit documents using proofreading symbols.
- 04.09 Research and compose a document containing statistical information.
- 04.10 Spell and define words, including business terminology.
- 04.11 Prepare visual material to support an oral presentation.

05.0 DEVELOP HUMAN RELATIONS SKILLS--The student will be able to:

- 05.01 Demonstrate appropriate work habits.
- 05.02 Identify traits that promote good human relations and increase job performance.
- 05.03 Analyze and develop written solutions to behavior problems affecting job performance.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1	SEMESTER CREDIT HOURS (CC): _____
COURSE PREFIX AND NUMBER: _____	CONTACT HOURS (NCC): _____
COURSE TITLE: _____	

Section 2
TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)
INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4
INTELLECTUAL COMPETENCIES:

<input type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input type="checkbox"/> Writing	<input type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively

Section 5	LEARNING OUTCOMES	METHOD OF ASSESSMENT
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Section 6
Name of Person Completing This Form: _____ Date: _____