

**J. Sargeant Reynolds Community College  
Course Content Summary**

**Course Prefix and Number:** MKT 216

**Credits:** 3

**Course Title:** Retail Organization and Management

**Course Description:** Examines the organization of the retail establishment to accomplish its goals in an effective and efficient manner. Includes study of site location, internal layout, store operations, and security. Examines the retailing mix, the buying or procurement process, pricing, and selling. Studies retail advertising, promotion, and publicity as a coordinated effort to increase store traffic. Lecture 3 hours per week.

**General Course Purpose:** The present marketing venues and opportunities resulting from the strong presence of the Internet, the proliferation of small entrepreneurial business startups, market diversity, and the growing need for middle management staff by mass merchandisers require more focused instructional experiences than traditional marketing programs.

**Course Prerequisites and Co-requisites:**

None

**Course Objectives:**

Upon completing the course, the student will be able to

- a. Explain the factors involved in store location, planning, and image as they pertain to reaching a target market;
- b. Examine the structure of retail organization as an aid to understanding the system and establishing career goals;
- c. Use leadership skills, including motivation, communication, evaluation, counseling and training skills;
- d. Explain the scope of service retailing and show how it differs from product retailing;
- e. Demonstrate the importance of integrating a retail strategy;
- f. Discuss the adaptation of retail institution to changes in the environment during the 1980s; and
- g. Recognize tangible retail situations thus encouraging interfacing with the local business communities.

**Major Topics to Be Included:**

- a. Elements of strategic planning/retailing concept
- b. Retail organization structures
- c. Careers in retailing
- d. Integrating a retail strategy

**Effective Date of Course Content Summary:** February 27, 2017