

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 290

Credits: 3

Course Title: Coordinated Internship

Course Description (including lecture hours, lab hours, total contacts)

Coordinated Internship is a training program designed to increase student's knowledge of operating a Retail Business. It teaches skills necessary for effective performance in supervisory and upper level management position in marketing occupations. The training program involves rotation among the various departments/functions within the retail training laboratory until the student is familiar with the operation. It combines a comprehensive introduction to store retailing with extensive on-the-job training assignments which provide the opportunity to apply the understanding of merchandising and management procedures.

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/Corequisites (*Entry-level competencies **required** for enrollment*)

None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Examine the structure of retail organization and management as an aid to understanding the system and establishing career goals.
- b. Participate in a realistic, tangible retail situation while demonstration the importance of definitive retail strategy.
- c. Develop executive leadership by developing motivation, communication, evaluation, and training skills.
- d. Explain the factors involved in store location, planning and image as they pertain to reaching a target market.
- e. Identify consumer motivation and interpret customer demand.
- f. Explore career opportunities within the multi-faceted fashion industry via (student lab) experience.
- g. Master skills included in the training manual necessary to the day-to-day operation and procedures of Campus Casuals.
- h. Demonstrate the importance of merchandise presentation in the retail business through application of techniques.
- i. Recognize the means by which retail strategy is achieved.
- j. Think creatively within the retail business structure.
- k. Prove the advantages of promotional planning and teach the methodology involved with implementing long range plans to achieve goals.

Major Topics to be Included

- a. Training
- b. Merchandise and Expense Planning
- c. Buying
- d. Retail pricing
- e. Physically handling and securing merchandise
- f. Selling
- g. Advertising and Promotion
- h. Store layout and design
- i. NCR operation
- j. Inventory management

Effective Date of Course Content Summary: September 10, 2008