

**SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION
COURSE SYLLABUS
BUS 136 – PRICIPLES OF RETAILING**

8/27/09 through 12/17/09

Instructor: Jim Jackle, MBA
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Semester: Fall 2009
Ticket #: 11755
Time & Day: 6-9p Th
Room: BGS 347

COURSE DESCRIPTION

Study of merchandising, marketing, management, staffing, buying, pricing, transaction/stock control, location, layout, service, consumer behavior and service, and current problems and trends, as they apply to the retailing of goods and services.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

1. Describe the critical historical changes that have occurred in retailing.
2. Define and classify the various types of retail businesses and necessary management and controls.
3. Compare the various buying functions and inventory controls.
4. Evaluate pricing principles and other critical elements for promotional success.
5. Identify sales promotion functions and assess the major elements of personal selling and emerging technology such as E-commerce.

STUDENT RESOURCES

Text: Retailing Management; 7 Edition; Levy/Weitz; McGraw-Hill

ASSIGNMENT AND TESTS:

Just as the focus of the course is wide enough to include world and business within, the course work and assignments are broad enough to include various forms of student evaluation including writing and critical thinking, often facilitated by participation and teamwork.

Grading-Total 600 Points

Scale

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|---|-----------|---|
| 1. Four Written Test-100 points each | 630-700 | A |
| 2. Four Articles (1-2 pages) 25 points each | 560-629 | B |
| 3. Term Paper-Retail Management-100 points | 490-559 | C |
| 4. Participation 50 points | 420-479 | D |
| 5. Homework (5) 10 points each | 419-below | F |
- Prior arrangements must be made for alternate testing.

POLICIES AND PROCEDURES:

Semester Grade to be determined in 10% increments of the 100 points possible.

Absences will hinder progress and influence your grade. Also, please see college catalog and student handbook for a summary of student responsibilities and college regulations.

Four exams will be used to test your knowledge of the subject matter. The test will cover the class activity and the reading assignments of each part of the textbook. Testing the first day of week and part of class (except holidays).

The class format is group and class discussion. Please be prepared to participate and discuss questions in class by keeping up with assigned readings, homework, and thinking! Use of cell phones or other communication devices are prohibited in the classroom.

To drop? You do- through Admission and Records by the applicable drop deadlines published in the current schedule of classes.

Ticket No. 11755 SEMESTER SCHEDULE Fall 2009

DATE	Reading Assignments/Activities/Tests	
8/27	Introduction-Syllabus Introduction to the World of Retailing	Ch. 1
9/3	Introduction to the World of Retailing Types of Retailers	Ch. 1 Ch. 2
9/10	Types of Retailers Video Tape	Ch. 2
9/17	Multi-channel Retailing-A View into the Future Articles (DUE: Homework Chapter 2 Discussion)	Ch. 3
9/24	Customer Buying Behavior	Ch. 4
10/1	Video Tape Retail Market Strategy (DUE: Homework Chapter 4 Discussion)	Ch. 5
10/8	Test # 1-Chapters 1-5	

10/15	Financial Strategy Retail Locations (DUE: Homework Chapter 7 Discussion)	Ch. 6 Ch. 7
10/22	Site Locations Human Resource Management Group Exercise	Ch. 8 Ch. 9
10/29	Information Systems and Supply Chain Management	Ch. 10
11/5	Test # 2-Chapters 6-10 Customer Relationship Management	Ch. 11
11/12	Review Test Managing Merchandise Assortments Management (DUE: Homework Chapter 11 Discussion)	Ch. 12
11/19	Buying Merchandise Pricing	Ch. 14 Ch. 15
11/24	HOLIDAY- THANKSGIVING	
12/3	Test # 4- Chapters 11-15 Retail Communication Mix Managing the Store Retail Term Papers Due	Ch. 16 Ch. 17
12/10	Store Layout, Design, and Visual Merchandising Customer Service (DUE: Homework Chapter 17 Discussion)	Ch. 18 Ch. 19
12/17	FINAL EXAM, 6-8 p.m. (Chapters 16-19)	