

Common Course Outline

MNGT 221

Retail Management

3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

3 credit hours

Retail Management

Examines operation and management of the various types of retailing institutions; covers basic retailing, planning, stock control, pricing, and sales promotion.

Prerequisite: MNGT 150 (May be taken concurrently)

II. General Course Objectives

When the student completes the course he/she will be able to:

- A. Identify the functions performed by a retail store manager.
- B. Identify and differentiate between the various types of retailing institutions.
- C. Identify and differentiate the various classifications of merchandise for resale.
- D. Identify sources of vendors and suppliers.
- E. Apply pricing formulas and calculations in pricing merchandise.
- F. Prepare a sales and merchandise plan.
- G. Differentiate dollar planning and control of stock, unit control and physical inventory.
- H. Identify the basic elements of a store plan.
- I. Prepare simple sales promotional strategies.
- J. Identify and solve basic problems of communications, training, and customer relations and apply sound human relation solutions to such problem areas.

III. Methods of Instruction:

- A. Lecture
- B. Discussion
- C. Case problems
- D. Audio-visual aids

IV. Method of Evaluation:

- A. Class participation
- B. Periodic examinations
- C. Final examination
- D. Case problems: oral and written
- E. Term paper