

NorthWest Arkansas Community College
Division of Business & Computer Information

MGMT 1033 RETAIL MANAGEMENT (F)

Catalog Description:

Key retail management concepts are reinforced with current, real-world examples that bridge the gap between theory and practice. This interactive class explores buyer behavior, retail strategies, Web retailing, site analysis, retail buying, merchandising, staffing, and promotional strategies.

Prerequisite:

None

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience / Transferability:

Designed for students seeking the Associate of Applied Science in Retail Management. This course is designed to develop managerial concepts for management careers in the area of retail. This course will not transfer to most 4-year institutions.

Student Learning Outcomes:

Students completing this course will:

- Use key retail terms and equations.
- Determine where to obtain information to prepare various management reports.
- Compile information from several sources to prepare reports.
- Identify what information is relevant for decision making.
- Be able to use mathematics, algebra, and reasoning skills to solve assignments that will further their understanding of the retail management system.
- Describe how retail information is used by managers to make decisions that impact society.

Topics:

- An overview of strategic retail management
- Situation analysis
- Targeting customers and gathering information
- Choosing a store location
- Managing a retail business
- Merchandise management and pricing
- Communicating with the customer

Forms of Assessment:

Exams consist of knowledge level information and problem solving.