OUTCOMES BASED LEARNING MATRIX

Course: BUSN124 Retailing   **Department: Business Administration**

This course acquaints students with the role and responsibilities of the retail manager. There is an emphasis on planning, controlling, and organizing the retail environment from the perspective of the entrepreneur and the corporate manager. Topics include institutions, strategy, consumer behavior, marketing research, location, organization, merchandising, planning, image, promotional strategy, and pricing. Utilizes lecture and case study methods. Prerequisites: ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MATH010 Fundamentals of Mathematics; waiver by placement testing results; or departmental approval.

Core Competencies for outcomes activities and assessment tools: Critical and Creative Thinking (CCT); Information Literacy (IL); Oral Communication (OC); Quantitative Literacy (QL); Written Communication (WC); Civic Engagement (CE); Global Learning (GL); Integrative Learning (IG).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
To introduce the student to the role that retailing plays in the distribution component of the marketing mix.	Discuss the role that distribution plays in the overall marketing mix. Detail how this concept impacts the ultimate end user. (CCT, WC OC)	The student will research the marketing mix in order to understand how the four components interact (product, price promotion and distribution.) (CCT, WC, OC) Individual student research on critical strategic decisions, such as selecting target markets and building customer loyalty. (CCT, WC, IL) Objective testing on all aspects of the retailing mix. (CCT)
To provide the student with an understanding of the concept of social responsibility and the role it plays in retailing. Make the student aware of the moral and ethical dilemmas that face the retailing industry in today's business environment.	Cite examples of ethical and moral dilemmas that impact retailers. (CCT, WC, OC) Emphasize the fact that retailers have a major impact on the welfare of the customer, suppliers and employees. (CCT, WC, OC)	Analyze ethical and moral dilemmas through case study and class discussion. (CCT, WC, OC) Objective testing based on terms and theories. (CCT, WC)

To guide the student through the development and understanding of implementing a retail strategy.	Describe and discuss the steps involved in creating a successful retail strategy. (CCT, WC, OC) Explore the shift from merchandise management issues to moving product into the retail store and creating an effective shopping experience. (CCT, WC, OC, IL)	Research a company that has developed a recognizable and successful retail strategy. Identify what aspect of their organizational structure has been the turning point in their success. (CCT, WC, IL, GL) Objective testing based on terms and theories. (CCT, WC)
To assist the student in understanding the evolving role of the internet in retailing. To provide the student with the understanding of the increased use of technology in the field of retailing	Explore the how internet retailing is facilitating the movement of products through retail channels. (CCT, OC, IL, GL) Discuss and view the use of information technology systems to increase operating efficiency and improve customer service. CCT, WC, OC, IL).	Find examples of retailers that provide a seamless multichannel interface (stores, web sites and catalogs) enabling the consumer to shop anytime anywhere. (CCT, WC, IL) Find a company that is actively implementing marketing programs to increase their customer's "share of wallet" potential. (CCT, WC, IL, GL) Objective testing based on terms and theories. (CCT)
To provide opportunities for the student to view the globalization of the retail industry.	Examine the emphasis on working with manufacturers throughout the world to acquire merchandise. There will be an emphasis on the cultural impacts on the customer buying behavior. (CCT, WC, OC, IL, GL)	Analyze and discuss employee management issues in international markets. (CCT, OC, WC, GL) Objective testing based on terms and theories. (CCT)