

4. analyze the use of advertising and promotion activities to market their "image," sell ideas and sell merchandise.
5. analyze interior and exterior store design, location and environment for a successful business.
6. Create an awareness of potential employment careers afforded in the retailing and promotional communities.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. The role of retailing in the economy:
 - A. Mission statement
 - B. Career planning
 - C. Merchandizing
 - D. Positioning
 - E. Economy
 - F. International
- II. The role of promotion:
 - A. Advertisement
 - B. Publicity
 - C. Visual Merchandise
 - D. Special events
 - E. Fashion shows
- III. Buying behavior of consumers:
 - A. Demographics
 - B. Psychographics
 - C. Trading area
 - D. Competition
 - E. Evaluation
- IV. Designing store facilities:
 - A. Store layout
 - B. Merchandise layout
 - C. Fixture floor plan
- V. Advertising and the media:
 - A. Institutional
 - B. Product
 - C. T.V and radio
 - D. Newspapers
- VI. Regulatory aspects of retailing and promotion:
 - A. Federal regulations
 - B. State laws
 - C. Local laws

REQUIRED READING:

Dunne, Patrick, et al. Retailing. 2nd Edition. Columbus: Merrill Publishing, 1995.

SUGGESTED READING:

None.

REQUIRED WRITING:

Budget plan for a retailing facility (2 to 4 pages), an advertising plan (2 to 4 pages), analysis of promotion techniques (1 to 2 pages), research paper of career opportunities (2 to 4 pages), demographic study and research paper on one professional technique (2 to 4 pages).

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Visit both a large and small retailer looking at the total scope of the operation with special emphasis on promotion techniques. Read textbook and study for exams.

INSTRUCTIONAL METHODOLOGY:

Lecture, field trips, group discussion, guest speakers, video tapes, and slides.

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply.

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Budget Plan	50 points
Advertising Plan	50 points
Analysis of Promotion Technique	25 points
Research Paper - Career Opportunity	50 points
Demographic Study	50 points
Research Paper – Professional	50 points
Visit to Large Retail Store	25 points
Visit to Small Retail Store	25 points
Exams - (2)	50 points (each)
Final Exam	100 points

All papers are to be typewritten and turned in within a folder.

- A = 90 - 100%
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- F less than 60%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No X Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Nancy Galli, ext. 2352

SIGNATURES:

SIGNATURES ON FILE