

MAKT 332 : Retailing Fundamentals

Changing retailing concepts from management viewpoint; principles that underlie enterprises' successful operation distributing products and services to ultimate consumers.

Credits 3

CIP Code

52.1401

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

ENGL 111

LIBR 150

MAKT 302

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Identify the fundamental terms and concepts that are commonly used in marketing and apply them to a retailing operation.
- Recognize and appreciate the differences between well-run and poorly run retail operations.
- Be sensitive to the differences in domestic and foreign retail operations.
- Ascertain the differences between ethical and unethical decisions in retail business situations.
- Demonstrate knowledge of the financial measurement tools common to a retail enterprise.