

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
RTMG303
Retail Merchandising Operations
3 Credit Hours
Length of Course: 8 weeks
Prerequisite: None

Please see the **Lessons** area in the classroom for additional course specific information

Table of Contents

| | | |
|------------------------------------|--------------------------------|--|
| Course Description | Course Scope | Course Materials |
| Course Objectives | Course Outline | Course Delivery Method |
| Academic Services | Policies | Turnitin.com |

Course Description (Catalog)

Students in this course will review retail merchandising operations. Retail selling effort is the principal task of in-store sales personnel through the use of promotions designed by a manufacturer, such as unique displays, giveaways, or discount and premium offers. In this case, merchandising is the act of managing and arranging the merchandise on display in a store so as to promote its sale. Its importance in a competitive market to include the relationship between retail merchandising operations and corporate profitability will be examined. Students will discover the various retail merchandising operations including: planning, organizing, staffing, directing, leading and controlling as well as analyzing the competitive market and how the many different concepts of retail merchandising operations are needed for today's managers to continue to increase profits for their shareholders. Students will discover how today's competitive and global organizations utilize techniques and resources to succeed and remain profitable.

Course Scope

This course is divided into eight weeks and is designed to give the student an overview of retail merchandizing operations. Students will use the World Wide Web, the University's online library, and various other sources to research topics related to the material discussed and covered in the textbook. Using journal articles and Web sites are an integral part of the weekly Forum.

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Course Materials

Required Course Textbooks

| Book Number | Authors | Book Title | Publication Info | ISBN |
|-------------|---------------|--|---------------------------------|---------------|
| RTMG303 | Levy, Michael | Retailing Management 8 th Ed. | New York, NY: McGraw-Hill, 2012 | 9781121776074 |

Textbook in APA format:

Levy, M. & Weitz, B. (2012). *Retailing management, 8th Ed.* New York, NY: McGraw-Hill.

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

Required Readings

See Course Outline

Course Objectives

After successfully completing this course, you will be able to

1. Describe retail merchandising operations and their importance in a competitive market.
2. Summarize the relationship between retail merchandising operations and corporate profitability.
3. Differentiate the various retail merchandising operations employed by several companies.
4. Identify the concepts of retail merchandising operations necessary for increased profits to shareholders.
5. List the different techniques and resources used by global organizations to remain profitable.
6. Describe the functions of retail merchandising operations and the impact on profit margins.
7. Examine various operational theories used by successful retailers.
8. Evaluate the many factors of merchandise blending.

Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

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| <u>Wk</u> | <u>Topic</u> | <u>Learning Objectives</u> | <u>Readings</u> | <u>Assignment</u> |
|-----------|--|----------------------------|--|---|
| 1 | Introduction to the World of Retailing Types of Retailers | LO1 | Chapters 1-2 (Levy), | Weekly Forum, Quiz Week 1, review syllabus, student intro |
| 2 | Multichannel Retailing ----- Customer Buying Behavior ----- Retail Market Strategy ----- Financial Strategy | LO2, LO3 | Chapters 3-6 (Levy), | Weekly Forum, Quiz Week 2 |
| 3 | Retail Locations ----- Retail Site Locations ----- Human Resource Management | LO1, LO4 | Chapters 7-9 (Levy), Video Clip 7 (Levy DVD) | Weekly Forum, Quiz Week 3 |
| 4 | Information Systems and Supply Chain Management ----- Customer Relationship Management ----- Managing the Merchandise Planning Process | LO3, LO4 | Chapters 10-12 (Levy), Video Clip 19 (Levy DVD) | Weekly Forum, Quiz Week 4, Midterm Project |
| 5 | Buying Merchandise ----- Retail Pricing | LO3, LO4, LO6 | Chapters 13-14 (Levy) | Weekly Forum, Quiz Week 5 |
| 6 | Retail | LO3, LO5, LO7 | Chapters 15-16 (Levy) | Weekly |

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| | Communication Mix ----- Managing the Store | | | Forum, Quiz Week 6, Market Entry Analysis |
| 7 | Store Layout, Design, and Visual Merchandising ----- Customer Service | LO3, LO4, LO7, LO8 | Chapters 17-18 (Levy) | Weekly Forum, Quiz Week 7 |
| 8 | Course Summary | LO1-LO8 | Review Chapters 1-18 (Levy) | Quiz Week 8 |

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)
[Plagiarism Policy](#)
[Extension Process and Policy](#)
[Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

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Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

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| Academic Services |
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The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.

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- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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