

Course Outline

Course Code, Number, and Title:

MARK 3400: Retail Marketing

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

This course covers the principles and practice of strategic retail marketing and orients students to the dynamic and competitive nature of the industry. Topics include contemporary issues in retail including in-store and non-store retailing, e-tailing, managing the retail operations, supplier relationships, pricing, merchandising, retail advertising, sales promotion, sales techniques, inventory management and control, and store design and location.

Prerequisite(s): Completion of a minimum 54 credits including MARK 1115 with a minimum "C" grade, and 6 credits of university-transferable English or Communications with a minimum "C" grade; and a minimum "C" grade in CMNS 2228.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Defining retail and understanding the intricacies of operating in a retail environment.
- Explaining existing and emerging retail formats, including store and non-store outlets.
- Identifying important trends and current events that impact a retailer's marketing program.
- Explaining how marketing principles apply to retail.
- Understanding how customer expectations and behaviours impact retailers.
- Understanding how merchandising and marketing are linked.
- Explaining how human resource management is tied to merchandising and marketing.
- Explaining the balance between satisfying customer needs and retail performance.
- Explaining how to assort, buy and price merchandise.
- Explain why vendor management is key to retail marketing.
- Developing an integrated retail marketing strategy

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

Assessments and Weighting:

Final Exam %
Other Assessments %
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: