

Course Outline of Record

1. Course Code: BUMA-029
2.
  - a. Long Course Title: Retail Merchandise Management
  - b. Short Course Title: RETAIL MERCH MGMT
3.
  - a. Catalog Course Description:  
 Students study the methods and management of retail selling. The course includes techniques and attitude for selling, product analysis and sales, and the significance of human relations in selling. This course is recommended for students who wish to explore a career in retail management.
  - b. Class Schedule Course Description:  
 Techniques and management of retail merchandising.
  - c. Semester Cycle (if applicable): Offered every 2nd semester
  - d. Name of Approved Program(s):
    - RETAIL MANAGEMENT Certificate of Achievement
4. Total Units: 3.00      Total Semester Hrs: 54.00  
 Lecture Units: 3      Semester Lecture Hrs: 54.00  
 Lab Units: 0      Semester Lab Hrs: 0  
 Class Size Maximum: 40      Allow Audit: No  
 Repeatability No Repeats Allowed  
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:  
*Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm1-A)*  
*N/A*
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
  - a. Levy, Weitz, Grewal (2013). *Retailing Management* (9th/e). McGraw Hill. ISBN: 9780078028991  
 College Level: Yes  
 Flesch-Kincaid reading level: 12
7. Entrance Skills: *Before entering the course students must be able:*
8. Course Content and Scope:

Lecture:

1. Types of retailers
2. Multichannel retailing
3. Customer buying behavior
4. Retailing strategy
5. Retailing market strategy
6. Financial strategy
7. Retail locations
8. Human resource management
9. Information systems and supply chain management
10. Customer relationship management
11. Merchandise management
12. Merchandise planning systems
13. Pricing
14. Store management
15. Store layout and design
16. Customer service

# BUMA 029-Retail Merchandise Management

Lab: (if the "Lab Hours" is greater than zero this is required)

## 9. Course Student Learning Outcomes:

1. Identify the primary forms of retail business identify the key differences among them.
2. Write benefit statements about a product addressing the five buying decisions.
3. List the five mental stages a sale progresses through from both customer and sales perspective.
4. Write a features and benefits analysis of a product.
5. Describe and categorize consumer buying behavior.
6. Describe the importance of product, brands, labels, and packaging.
7. Discuss and analyze the process of promoting products, including advertising, sales promotion, personal selling, and publicity.

## 10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Demonstrate an understanding of the basic elements of retail management.
- b. Identify and understand the types of retailers.
- c. Identify and understand types of customer buying behaviors.
- d. Identify and understand the important of site location.
- e. Demonstrate an understanding of the basic elements of human resource management.
- f. Formulate options for store layout and visual merchandising.
- g. Design marketing strategies.
- h. Demonstrate an understanding of the elements of customer service.

## 11. Methods of Instruction: *(Integration: Elements should validate parallel course outline elements)*

- a. Activity
- b. Collaborative/Team
- c. Demonstration, Repetition/Practice
- d. Discussion
- e. Distance Education
- f. Lecture
- g. Participation
- h. Technology-based instruction

Other Methods:

Lesson Handouts

## 12. Assignments: *(List samples of specific activities/assignments students are expected to complete both in and outside of class.)*

In Class Hours: 54.00

Outside Class Hours: 108.00

### a. In-class Assignments

Class discussion and analysis of actual and hypothetical case problems.

### b. Out-of-class Assignments

Readings in the textbook and in recommended supplementary literature.

## 13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- Written homework
- Term or research papers
- Reading reports
- Field/physical activity observations
- Computational/problem solving evaluations
- Group activity participation/observation
- True/false/multiple choice examinations

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- Mid-term and final evaluations
- Student participation/contribution

14. Methods of Evaluating: Additional Assessment Information:

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

PO - Career and Technical Education

Apply critical thinking skills to execute daily duties in their area of employment.

Apply critical thinking skills to research, evaluate, analyze, and synthesize information.

Exhibit effective written, oral communication and interpersonal skills.

IO - Critical Thinking and Communication

Apply standard conventions in grammar, mechanics, usage and punctuation.

Appreciate diversity as it is expressed in multiple disciplines and across various cultures through reading, speaking and writing.

Summarize, analyze, and interpret oral and written texts, with the ability to identify assumptions and differentiate fact from opinion.

Utilizing various communication modalities, display creative expression, original thinking, and symbolic discourse.

16. Comparable Transfer Course

**University System**

**Campus**

**Course Number**

**Course Title**

**Catalog Year**

17. Special Materials and/or Equipment Required of Students:

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18. Materials Fees:  Required Material?

**Material or Item**

**Cost Per Unit**

**Total Cost**

19. Provide Reasons for the Substantial Modifications or New Course:

Remove English 070 advisory

20. a. Cross-Listed Course (Enter Course Code): *N/A*

b. Replacement Course (Enter original Course Code): *N/A*

21. Grading Method (choose one): Letter Grade Only

22. MIS Course Data Elements

a. Course Control Number [CB00]: CCC000583281

b. T.O.P. Code [CB03]: 50100.00 - Business and Commerce, Ge

c. Credit Status [CB04]: D - Credit - Degree Applicable

d. Course Transfer Status [CB05]: B = Transfer CSU

e. Basic Skills Status [CB08]: 2N = Not basic skills course

f. Vocational Status [CB09]: Clearly Occupational

g. Course Classification [CB11]: Y - Credit Course

h. Special Class Status [CB13]: N - Not Special

i. Course CAN Code [CB14]: *N/A*

j. Course Prior to College Level [CB21]: Y = Not Applicable

k. Course Noncredit Category [CB22]: Y - Not Applicable

l. Funding Agency Category [CB23]: Y = Not Applicable

m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): RETAIL MANAGEMENT

# BUMA 029-Retail Merchandise Management

*Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)*

23. Enrollment - Estimate Enrollment

First Year: 40

Third Year: 0

24. Resources - Faculty - Discipline and Other Qualifications:

a. Sufficient Faculty Resources: Yes

b. If No, list number of FTE needed to offer this course: *N/A*

25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

26. Additional Construction or Modification of Existing Classroom Space Needed. (*Explain:*)

N/A

27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

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28. Originator Pamela Stegeman Origination Date 11/03/17