
Central Michigan University
College of Business Administration

MASTER COURSE SYLLABUS

<u>MKT</u> Design.	<u>325</u> No.	<u>Merchandising Management</u> Title	<u>3(3-0) D</u> Credit (Mode)
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I. Bulletin Description

Current problems in merchandising which include technological aspects, inventory valuation and reporting procedures, stock planning, and product mix considerations.

II. Prerequisites

MKT 320; 56 semester hours completed; admission to Professional Business Studies or listed on signed major or minor.

III. Rationale for Course Level

IV. Textbooks and Other Materials To Be Furnished by the Student

Miller, Judy and Rabolt, Nancy, Concepts and Cases in Merchandise Management, first edition, (Fairchild), 1997.

V. Special Requirements of the Course

VI. General Methodology Used in Conducting the Course

This course will be taught using the following methods: lecture, discussion, case analysis and video cases.

VII. Course Objectives

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

1. identify theories, key concepts and terminology of retail merchandising.
2. utilize acquired knowledge when analyzing retail cases.
3. acquire and use a variety of retail information.
4. appreciate the challenges and opportunities to be found in a retail career.
5. convert theory to application within a retail environment.

VIII. Course Outline

<u>Week</u>	<u>Topic</u>
1	Course Overview/Discuss Syllabus
2	Merchandising the Store
3	Merchandise Characteristics
4	Merchandise Planning
5	Merchandise Forecasting, pricing and inventory control
6	Sourcing
7	Retailer/Vendor Relationships
8	Customer Relations
9	The Role of Management
10	Personal Selling
11	Technology in Retail Merchandising
12	Small Business Ownership
13	
14	Ethical Behavior
15	Careers in Merchandising
16	Final Exam

IX. Evaluation

A series of three tests, analyze a series of five retail case studies, an 8 - 10 page semester paper, speaker presentations in class.

X. Bibliography

Tepper, Bette K. Mathematics for Retail Buying. 5th ed., 2002. Fairchild Books.

Powers, James T. The Retail Inventory Method Made Practical. New York: National Retail Federation 1971.

Kunz, Grace I. Merchandising: Theory, Principles, and Practice. New York: Fairchild Books, 1998.

Fisher, Roger, and William Ury. Getting to Yes. New York: Penguin, 1981.

Skrovan, Sandra J., and Elaine Pollack. Creative Partnerships: Key Asset of the New Competition. Retail Forward, Inc., 2000

Watkins, Michael. Breakthrough Business Negotiation: A Toolbox for Managers. New York: Wiley & Sons, 2002.

Syllabus Prepared by:

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Name

Signature

Date