BA 249 Retailing Outcomes

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

1. Be able to manage their own time, meet deadlines and properly prepare for meetings.
2. Describe the different categories of retailers and their impact on the retail market place.
3. Conduct a retail competitive analysis.
4. Develop a retail strategy for different customer profiles.
5. Develop a merchandising / inventory management plan.
6. Describe basic concepts of display design.
7. Analyze a retail store in regards to layout, displays, traffic flow and merchandising relative to customer shopping behaviors.
8. Conduct a location analysis on an existing retail site.
9. Use financial statements in making retail decisions.
10. Develop an advertising plan and promotion budget for a retail season.
11. Analyze retail web sites for effectiveness and customer satisfaction.