

# RETAILING AND MERCHANDISING

## Pierce County Careers Connection Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

### Discuss the marketing and distribution of retail/wholesale goods

- Identify economic factors that impact retail
  - Goals of an economy
  - Private enterprise system
  - The effects of interplay of supply and demand on prices
  - Time, place, and possession utility
- Review channels of distribution
  - Buying for resale
  - Consumer demands
  - Market trends
  - Wholesale distribution centers

### Explain the purposes and philosophy of retail outlets in the distribution of goods

- Discuss types of retail stores and their philosophies
  - General store
  - Single line store
  - Department store
  - Discount store
  - Variety store
  - Mail order house
  - Supermarkets
  - Specialty stores
- List advantages and disadvantages of each store type
  - Independent stores
  - Multi-departments
  - Voluntary chains
  - Franchise store
  - Chain stores
  - Branch store
- Explain issues related to ownership and management of shopping malls
  - Philosophy and purpose(s)
  - Trends (site selection, location, etc.)
  - Advantages and disadvantages of a mall location
  - Terms of occupancy (ownership versus leasing)

- Discuss online E-tailing  
**Explain the legal and ethical aspects of retail decisions**

- Store policies
  - Establishment and enforcement
  - Merchandising policies
  - Implied and Expressed Warranties

- Guarantees
- Service policies
- Credit policies and collection policies
- Personnel policies
- Compensation and benefits

- Explain consumer protection regulations
  - Advertising restrictions
  - Price restrictions
  - Product misrepresentation
  - Shoplifting restrictions
- Demonstrate knowledge of complex nature of the retail industry
  - Describe jobs available in retail
  - Discuss opportunities for advancement
  - Organizational Structure

- Discuss management styles
  - Management grids
  - How human relation problems grow
  - Handling human relations through "house trading" methods
  - Effects of fringe benefits and profit sharing on human relations
  - Measuring morale
  - Listening to complaints
  - Motivation and the will to work

- Identify major concepts related to personnel management
  - Define human relations and its importance
  - X and Y theory
    - ~ Production vs. people styles of leadership
  - Pitfalls of management
  - Characteristics of a good leader or manager
  - Employee selection and training
  - Job analysis, description and specification
  - Employment procedures
  - Identify human relation problems that contribute to high employee turnover
  - Job enrichment vs. enlargement
  - Span of control

### Explain elements of retail location management

- Describe process for establishing a new store.
  - Selection of store type and general location
  - Selection of specific location
  - Defining building needs
  - Selecting equipment
  - Store layout
  - Store image

**Demonstrate knowledge of retail pricing procedures**

- Explain establishing prices and price policies
  - Fixed price vs. variable
  - How competition effects pricing
  - Effects of merchandise turnover and perish ability in price
  - Psychology of pricing
  - Price lining and price point
- Perform and interpret retail sales computations including sales projections, mark-ups, markdowns, cost of goods sold, retail tax, sales gains, and sale loses.
- Describe how the planning and management of inventory impacts profitability
- Explain how productivity measures are utilized to evaluate merchandising objectives. Productivity measures include turnover, stock-to-sales ratios, sales per square foot, and space management.
- Describe buying behavior of consumers.
  - Identify customer needs
  - Gather secondary research
  - Analyze and consolidate information and data
  - Manage data
  - Identifying important characteristics
  - Identifying ways to obtain information about customers
  - Establishing customer files
  - Identifying typical customer behavior patterns
  - Identifying buying motives and goals
  - Understand rational and emotional behavior
- Explain Presentation Techniques in Handling Customers.
  - Be familiar with techniques of presentation
    - ~ Logical approach
    - ~ Reasoning approach
    - ~ Case history

- Understand objectives of presentation
- Speed of delivery
- Headlining a presentation
- Handling information
- Lack of attention
- Skeptical and hostile buyers

- Discuss methods for finding potential customers
  - Cold canvassing
  - Influential people
  - Referrals
  - Telephone
  - Promotion/advertising
  - Mail
  - Former customers
  - Service personnel

**Explain the elements of a retail information system**

- Utilize appropriate information to prepare a purchase and open-to-buy plan.
- Understand the following terms:
  - MIS (Management information systems)
  - SKU (stock keeping unit)
  - POS (Point of sale system)
  - RIS (retail information systems)
  - DPP (direct product profitability)
  - BPI (buying power index)
  - EDI (electronic data interchange)
  - GMROI (gross margin return on investment)
  - LIFO / FIFO (last in first out / first in first out)

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**A student earning a “B” grade or better may earn college credit at one of the following colleges:**

<u>College</u>	<u>Course</u>	<u>Credits</u>
Clover Park Technical College	RBM 109	3
Pierce College	MNGT 293 (CIP Code: 52.0201)	5