

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MKT230

Department: Business Administration

Course Title: Retailing

Semester: Spring Year: 2019

Objectives/Competencies

Course Objective	Competencies
1. Analyze and select retail locations via market analysis.	<ol style="list-style-type: none">1. Identify and characterize regional and local retail market areas using sales potential and demographics.2. Determine and assess the availability, suitability, and acceptability of a retail site.3. Classify and characterize the various types of retail site alternatives.
2. Analyze the various areas of planning and evaluation of the merchandising mix.	<ol style="list-style-type: none">1. Recognize and appreciate the complexities of a successful retail merchandizing program.2. Outline and describe the role of the merchandise mix budget.3. Distinguish and characterize the decision factors and management tools that retailers consider and use when developing the variety component of their mix.
3. Prepare a communications plan that will effectively reach your target customers utilizing advertising promotions and publicity.	<ol style="list-style-type: none">1. Understand the requirements for effective promotional plans.2. Demonstrate how to establish and allocate budgets.

Course Objective	Competencies
	<ol style="list-style-type: none">3. Analyze available area media options.4. Recognize the methods of measuring advertising and determining the effectiveness of media.