

ARIZONA WESTERN COLLEGE  
SYLLABUS

MGT 220 PRINCIPLES OF RETAILING

Credit Hours: 3 Lec 3

PREREQUISITE: MKT 110

COURSE DESCRIPTION

Surveys all phases of retailing including types of retail outlets and the basic problems of organizing and operating a retail store.

1. COURSE GOAL

This course will help prepare the student to apply the fundamentals of management in a retail store. The operation of the total business will be covered with emphasis on the decision-making process.

2. OUTCOMES

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

- 2.1 understand how retailing fits in the total marketing process.
- 2.2 plan a retailing mix that is appropriate for the market.
- 2.3 understand how to apply differential advantages.
- 2.4 define the responsibilities of the middle manager.
- 2.5 be aware of career opportunities in retailing.
- 2.6 describe the ways in which a market may be segmented.
- 2.7 explain what is meant by a dominance of hierarchy of motives.
- 2.8 understand the stages of the purchasing-decision process.
- 2.9 apply accounting principles to basic record keeping.
- 2.10 explain the three cost of inventory control.
- 2.11 develop a plan for stock ordering and control.
- 2.12 use various methods of pricing.
- 2.13 understand how to control thievery in the store.
- 2.14 develop budgets.
- 2.15 plan promotions.
- 2.16 develop a training plan for employees.
- 2.17 design a store lay-out.
- 2.18 understand how to handle customer complaints.
- 2.19 apply the basic skills of human relations for the supervisor.
- 2.20 be aware of those areas of law that apply to retailing.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Small group discussions
- 3.3 Class discussions
- 3.4 Audio-visual presentations

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Small group discussions
- 4.3 Class discussions
- 4.4 Term projects

5. EVALUATION

- 5.1 Examinations

5.2 Term projects

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.  
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.  
For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
  - Taking an exam, an interactive tutorial or computer-assisted instruction
  - Attending a study group that is assigned by the school
  - Participating in an online discussion about academic matters
  - Initiating contact with a faculty member to ask a question about the academic subject studied in the course