

Clackamas Community College

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Section #1 General Course Information**Department:**Business & Computer Science: Business**Submitter**

First Name: Dale

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Course Prefix and Number:BA - 249

Credits:3**Contact hours**

Lecture (# of hours): 33

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 33

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title:Retailing**Course Description:**

Provides an understanding of the types of retail businesses, strategies, operations, formats and environments through which retailing is carried out, including a multi-disciplinary approach to understand the structure of effective retail Management.

Type of Course:Lower Division Collegiate

Is this class challengeable?

Yes

Can this course be repeated for credit in a degree?

No

Is general education certification being sought at this time?

No

Does this course map to any general education outcome(s)?

No

Is this course part of an AAS or related certificate of completion?

Yes

Name of degree(s) and/or certificate(s):Business AAS & Certificates

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

Yes

Recommendations:Pass RD-090 or placement in RD-115

Requirements:None

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

A-F or Pass/No Pass

Audit:Yes

When do you plan to offer this course?

✓ Not every term

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes

Student Learning Outcomes:

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

1. compare traditional retailing to multi-channel, high-tech models, and category specialists;
2. explain/demonstrate an understanding of the retail consumer and how to satisfy retail consumers purchasing choices,
3. define the role and responsibilities of a retail manager, including an understanding of the laws and regulations needed for effective store management;
4. discuss retail distribution and risk management,
5. explain merchandising decisions and strategies related to store layout, presentation, inventory control, and supply chain management;
6. discuss effective strategies to manage product life cycle, logistics, and competitive advantage;
7. explain technological challenges in the maintenance of and effective use of customer databases, buying systems, and sales (revenue) forecasting.

This course does not include assessable General Education outcomes.

Major Topic Outline:

1. Introduction to Retailing
2. Building and Sustaining Relationships in Retailing
3. Strategic Planning of Operations and Profitability in Retailing
4. Retail Institutions by Ownership
5. Retail Institutions by Store based Strategy Mix
6. Web, Nonstore based, and Other Forms of Nontraditional Retailing, which includes:
 - a. Use of and maintaining customer databases
 - b. Analysis of customer profitability
 - c. Integrated systems
 - d. Buying plans
 - e. Sales (as well as revenue and expense) forecasting
7. Identifying and Understanding Consumer Needs, Loyalty, and Customer Service
8. Information Gathering and Processing in Retail
9. Trading Area Analysis
10. Site Selection
11. Developing Merchandise Plans
12. Implementing Merchandise Plans and Making Merchandising Decisions
13. Financial Planning for Merchandise Management
14. Role and Responsibilities of the Retail Manager
15. Impact of Laws and Regulations in the Retail Environment

16. Pricing Strategies and Policies in Retailing
17. Establishing and Maintaining a Retail Image
18. Understanding and Promoting an Effective Product Mix
19. Promotional and Product Life Cycle Management and Strategy
20. Integrating, Measuring, and Controlling the Retail Strategy

Does the content of this class relate to job skills in any of the following areas:

- | | |
|--------------------------------------|-----------|
| 1. Increased energy efficiency | No |
| 2. Produce renewable energy | No |
| 3. Prevent environmental degradation | No |
| 4. Clean up natural environment | No |
| 5. Supports green services | No |

Percent of course:0%

Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

✓ **PSU (Portland State University)**

Identify comparable course(s) at OUS school(s)

How does it transfer? (Check all that apply)

:

First term to be offered:

Next available term after approval

: