

Minnesota

Articulated College Credit Agreement

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Through Articulated College Credit (ACC), specific college curriculum learning outcomes and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school courses. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.

Agreement Name **Retail Management & Merchandising**
Agreement Year **2024-25**

These credits are valid for students in grades 10-12 for 5 years from the completion of this course.

College	College Course	College Programs	ACC
Alexandria Technical & Community College	MKTG 1505 Retail Management & Merchandising	<ul style="list-style-type: none"> • Business Pathway Transfer - (A.S. – 60 cr.) • Fashion Management (A.A.S. – 64 cr.) • Marketing & Sales Management (A.A.S. – 64 cr.) • Retail Management (Certificate – 25 cr.) 	3 of 3 elective credits

Course Description

This course develops the learner’s understanding of the field of retailing and the role of retailing in the distribution process. This course traces the evolution of retailing and deals with contemporary challenges and opportunities in the field. This course approaches the study of retailing in the strategic context. The major focus of this course is on the need for developing and implementing retail strategies in the face of rapid change in today’s retail environment.

Course Content Areas

1. Describe the significance, framework, and career paths found in the retail industry.
2. Apply financial components and strategic planning used by retailers.
3. Categorize retailers by ownership and store-based strategy mix.
4. Describe non-store-based retailing and direct marketing.
5. Link the understanding of consumers through demographics and psychographics to successful strategies.
6. Describe the relationship between retailing and technological advances and their impact on contemporary retailing.
7. Apply trade-area analysis and the process of site selection in choosing a store location.
8. Explain pricing strategies and operational dimensions of retailers.
9. Describe the elements of store atmosphere in developing image.

Learning Outcomes

1. Explain the framework of retailing and the reasons for the study of retailing.
2. Explain the importance of understanding consumers, technological advances in retailing, and the decision-making process in site location, and trading-area analysis.
3. Describe various organizational methods used by retailers, explain key operating aspects in operation areas, and describe pricing, image, merchandising strategies, and methodology.

Course Objectives

1. Explain the importance of developing a retail strategy.
2. Explain the steps involved in strategic planning in retailing.
3. Identify the controllable and uncontrollable variables in developing strategies
4. Explain the impact of laws on the retail environment.
5. Define the major objectives of a retail business.
6. Describe ownership and management alternatives.
7. Explain the importance of relationship retailing.
8. Describe technological changes and their impact on contemporary retailing.
9. Describe ethical behavior, social responsibility, and consumerism related to retailing.
10. Describe the impact of mergers, consolidations, and downsizing in contemporary retailing.
11. Describe retail institutions as categorized by ownership.
12. Describe retail institutions as categorized by store-based strategy mix.
13. Describe non-store-based retailing and direct marketing.
14. Describe multi-channel retailing strategies including stores, catalogs, websites, and internet applications.
15. Describe how members of a supply and distribution channel jointly represent a “value delivery system.”
16. Explain the importance of understanding consumers to succeed in retailing.
17. Explore consumer demographics and psychographic trends.
18. Describe the consumer decision-making process.
19. Explain the implications for retailers dealing with the decision-making process.
20. Define retail information systems (RIS) and their functions.
21. Define primary and secondary data in marketing research.
22. Describe trading-area analysis.
23. Describe the methodology of choosing a trading area.
24. Define the delineation of the trading area for an existing store.
25. Describe the methodology in the delineation of the trading area for a new store.
26. Explain the characteristics of the population in a trading area.
27. Describe the nature of competition and levels of retail saturation.
28. Describe the process of site selection for a retail store.
29. Compare the types of locations chosen by retailers and reasons for selection.
30. Explain the importance of various factors in choosing a specific site.
31. Define the organization of retail businesses by function.
32. Compare the organization of retailers of varying sizes and strategies.
33. Define the strategic profit model and key business ratios.
34. Explain budgeting and resource allocation.
35. Describe the operational dimensions of retail management.
36. Compare buying organization strategies in varying retail strategies.
37. Describe merchandise mix planning and sourcing.
38. Compare cost and retail methods of accounting.

39. Explain sales forecasting and inventory level planning.
40. Explain the development of retail pricing strategies.
41. Explain the development and significance of a retailer's image.
42. Describe and devise merchandising strategies including store layout, atmospherics, and visuals in developing a retail image.
43. Describe the elements of the retail promotional mix.
44. Explain the development of a retail promotional strategy.
45. Explain the strategy concepts in service retailing.
46. Report on a retail organization in both an oral class presentation and written report.
47. Explore retail career opportunities and career paths.

Textbooks

Please go to www.alextech.edu online bookstore for the most up-to-date textbook selections used.

Course Assessments

Students must achieve an **80% or better in the high school course** to be eligible for articulated college credits. **There must be at least an 85% match between the college and high schools course(s).** Evaluations can include but are not limited to all assessments housed on the www.CTEcreditMN.com website.