

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY  
MKT 216 - RETAIL ORGANIZATION AND MANAGEMENT (3 CR.)**

**Course Description**

Examines the organization of the retail establishment to accomplish its goals in an effective and efficient manner. Includes study of site location, internal layout, store operations and security. Examines the retailing mix, the buying or procurement process, pricing and selling. Studies retail advertising, promotion and publicity as a coordinated effort to increase store traffic. Lecture 3 hours per week.

**General Course Purpose**

MKT 216 is a one-semester course designed to give the student an overview of the management and marketing activities of a retail store. It introduces the student to the many and varied activities required in operating a successful retail outlet in a dynamic business environment. Emphasis is placed on the specific nature of the Washington metropolitan market and the retail businesses in this market.

**Course Prerequisites/Corequisites**

An understanding of basic marketing and business activities is desirable.

**Course Objectives**

Upon completion of this course, the student will be able to:

- Identify current marketing strategies in retailing both domestic and international.
- Define: What is retailing? How does it serve the market? How has the retail community changed? What impact does the ultimate consumer have on retail operations?
- Explain the dynamic and competitive nature of retailing and its impact on selecting the appropriate method(s) to reach the customer.
- Analyze management's responsibility to provide customer satisfaction and produce store profits.
- Explain why the marketing strategies of various well-known retail institutions have been both successful and unsuccessful over time.
- Give examples of the impact of technology on the retailing process.

**Major Topics to be Included**

- Current Retail Marketing Strategies, Trends and Innovations
- Successful and Unsuccessful Retail Marketing Strategies
- Methods of Reaching the Customer
- National and International Retailing Strategies
- Technology and its Impact on Retailing
- The Responsibilities of Creating Customer Satisfaction and Profit
- Bankruptcies, Mergers and Acquisitions
- Retail Location, Layout and Organizational Structures
- Retail Management and Operation
- Customer Service
- Shoplifting and Theft Reduction Methods

**Optional Topics to be Included**

- Staffing and Training
- Social Media Marketing
- Washington Retail Market