

Washtenaw Community College Comprehensive Report

BMG 206 Retail Principles and Practices Effective Term: Winter 2026

Course Cover

College: Business and Computer Technologies

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 206

Org Number: 13200

Full Course Title: Retail Principles and Practices

Transcript Title: Retail Principles & Practices

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Outcomes/Assessment

Rationale: Prepare for Canvas.

Proposed Start Semester: Fall 2024

Course Description: In this course, students will learn the conceptual, theoretical and strategic framework of fundamental brick-and-mortar as well as online retail management principles coupled with the practical applications of retailing policies, methods and procedures. Topics covered include managing, marketing, selling, promoting and distributing retail goods and services. Students will learn to apply their understanding of the retailing environment to prepare them for a career in the retail industry.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Recognize the retail impact on the U.S. economy in terms of current trends, career opportunities, and/or ethical issues facing the industry.

Assessment 1

Assessment Tool: Outcome-related departmental exam questions
Assessment Date: Winter 2025
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 75% of students will score 70% or higher.
Who will score and analyze the data: Departmental faculty

2. Select basic retail management principles involved in planning, organizing, or physical handling of merchandise in order to make a profit.

Assessment 1

Assessment Tool: Outcome-related departmental exam questions
Assessment Date: Winter 2025
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 75% of students will score 70% or higher.
Who will score and analyze the data: Departmental faculty

3. Recall retail practices involved in marketing retail goods and services.

Assessment 1

Assessment Tool: Outcome-related departmental exam questions
Assessment Date: Winter 2025
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 75% of students will score 70% or higher.
Who will score and analyze the data: Departmental faculty

Course Objectives

1. Recognize the role of retail in the supply chain.
2. Identify retail categories, formats, organizational structures, location determinants, and competition.

3. Identify the steps in market selection and retail locations analysis.
4. Discuss the ever-changing retail environment and the future of retailing, e.g., demographic changes, environmental uncertainties, globalization, technology, e-commerce, and competition.
5. Recognize the laws and issues related to ethics and social responsibility.
6. Identify the practices used to determine the product and service offering mix.
7. Identify and apply the principles and practices related to product ordering, e.g., new item buying, replenishment buying, and the six-month merchandising plan.
8. Identify and apply the principles and practices related to inventory valuation, tracking, and control.
9. Identify and apply the principles and practices related to pricing concepts, strategies and customization.
10. Identify various aspects of the consumer market including where and what consumers buy (buying behavior), segmentation of the consumer market, identification of the target market, and customer advocacy.
11. Identify the principles and practices related to customer relationship management, e.g., customer service, handling customer dissatisfaction, and retail selling.
12. Recognize the elements involved in determining and implementing a promotional plan across all channels.
13. Identify the principles and practices of visual merchandising, e.g., store layouts, visual displays, and messaging/signage.
14. Identify management skills needed to succeed in the retail industry.
15. Identify the procedures and concepts regarding the recruitment, selection, training and motivation of employees.
16. Identify and apply the planning processes and interpretation of related financial statements, e.g., profit and loss, balance sheet, and cash flow statements.
17. Identify issues related to site and data management.
18. Identify the elements involved in store maintenance and store protection.
19. Perform the basic retail math calculations needed to function successfully in a retail environment, e.g., markup, markdown, gross margin, and financial ratios, and productivity measures.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer:		
<i>Donna Rochester</i>	<i>Faculty Preparer</i>	<i>Feb 22, 2024</i>
Department Chair/Area Director:		
<i>Joyce Jenkins</i>	<i>Recommend Approval</i>	<i>Feb 22, 2024</i>
Dean:		
<i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Feb 24, 2024</i>
Curriculum Committee Chair:		
<i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Jul 23, 2025</i>
Assessment Committee Chair:		
<i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Jul 30, 2025</i>

Vice President for Instruction:

Brandon Tucker

Approve

Jul 31, 2025

Washtenaw Community College Comprehensive Report

BMG 206 Retail Principles and Practices Effective Term: Fall 2019

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 206

Org Number: 13200

Full Course Title: Retail Principles and Practices

Transcript Title: Retail Principles & Practices

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Consultation with all departments affected by this course is required.

Rationale: Syllabus needs to be updated to match the evolution of the course over the last several years. Plus the current master syllabus is outdated.

Proposed Start Semester: Fall 2020

Course Description:

In this course, students will learn the conceptual, theoretical and strategic framework of fundamental brick-and-mortar as well as online retail management principles coupled with the practical applications of retailing policies, methods and procedures. Topics covered include managing, marketing, selling, promoting and distributing retail goods and services. Students will learn to apply their understanding of the retailing environment to prepare them for a career in the retail industry.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Identify the foundational concepts central to any brick-and-mortar or online retail environment

Assessment 1

Assessment Tool: Departmental exam, discussions, blogs

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer sheet and rubrics

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

2. Recognize and apply the principles and practices related to managing the retail offering

Assessment 1

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer Sheet

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

3. Recognize and apply the principles and practices related to communicating the retail offering

Assessment 1

Assessment Tool: Departmental exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All Students

How the assessment will be scored: Answer Sheet

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

4. Recognize and apply the principles and practices of managing the operations of a retail organization

Assessment 1

Assessment Tool: Departmental exam and Take 10 quizzes

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer sheet

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

Course Objectives

1. Recognize retail's role in the supply chain.
2. Identify retail categories, formats, organizational structures, location determinants, and competition.
3. Identify the steps in market selection and retail locations analysis.
4. Discuss the ever-changing retail environment and the future of retailing, e.g., demographic changes, environmental uncertainties, globalization, technology, e-commerce, and competition.
5. Recognize the laws and ethical issues Ethics and Social Responsibility.
6. Identify the practices used to determine the product and service offering mix.
7. Identify and apply the principles and practices related to product ordering, e.g., new item buying, replenishment buying, and the 6-month merchandising plan.
8. Identify and apply the principles and practices related to inventory valuation, tracking, and control.
9. Identify and apply the principles and practices related to pricing concepts, strategies and customization.
10. Identify various aspects of the consumer market including where and what consumers buy (buying behavior), segmentation of the consumer market, identification of the target market, and customer advocacy.
11. Identify the principles and practices related to customer relationship management, e.g., customer service, handling customer dissatisfaction, and retail selling.
12. Recognize the elements involved in determining and implementing a promotional plan across all channels.
13. Identify the principles and practices of visual merchandising, e.g., store layouts, visual displays, and messaging/signage.
14. Identify management skills needed to succeed in the retail industry.
15. Identify the procedures and concepts regarding the recruitment, selection, training and motivation of employees.
16. Identify and apply the planning processes and interpretation of related financial statements, e.g., profit and loss, balance sheet, and cash flow statements.
17. Identify issues related to site and data management.
18. Identify the elements involved in store maintenance and store protection.
19. Perform the basic retail math calculations needed to function successfully in a retail environment, e.g., markup, markdown, gross margin, and financial ratios, and productivity measures.

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Cheryl Byrne</i>	<i>Faculty Preparer</i>	<i>Apr 04, 2019</i>
Department Chair/Area Director: <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Apr 11, 2019</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Apr 15, 2019</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Apr 29, 2019</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>May 17, 2019</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>May 19, 2019</i>