

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 216

Credits: 3

Course Title: Retail Organization and Management

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. Prerequisite: An understanding of basic marketing and business activities is desirable. 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.

Course Prerequisites and Co-requisites:

Prerequisite: An understanding of basic marketing and business activities is desirable.