

MARKETING: RETAIL (MRET1-CE)

MRET1-CE 1090 Principles of Retail Operations (3 Credits)

This course will outline the how, when, where, and why of retail operation decision-making. Newer retail employees are now questioning the relevance of retail operations personnel and their place in the evolving teamwork culture within retail store operations. This course serves as the entry point for building an in-depth understanding of today's complex retail operations field by educating and attracting new retail management personnel. It also introduces you to the Diploma in Retail Operations Management. This course offers practical examples, case studies, and best practices for associates so they may further their growth in retail management.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MRET1-CE 8216 Retail Marketing Strategies (1.5 Credits)

Typically offered Spring

The competition is fierce for consumers' wallet share and in-store presence. How you market your product or service is key to the future of your business. Learn how to create and implement a marketing strategy that meets your specific retail needs and conforms to a marketing plan. Discover how to establish market dominance through effective segmentation and targeting, merchandising strategies, sales promotion, branding, and image marketing. Use print, TV, and cable advertising to build and sustain customer relationships and employ hard-hitting direct marketing initiatives.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MRET1-CE 8264 Digital Commerce: Building Digital Business Models (2.5 Credits)

Digital commerce is the fastest growing industry in the history of business. In less than 25 years, it has grown to almost 10 percent of total retail sales in the United States. Learn to strategize and build your digital commerce presence and environment for modern times. Presented through an entrepreneurial lens, this course provides the tools and resources necessary to create a digital business model and to sustain the platform in today's competitive landscape. In class, work in teams to fuel your e-commerce strategy.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MRET1-CE 9586 Retail Business Principles and Practices (2 Credits)

Retailing in the U.S. continually evolves, sometimes dramatically. Given the sheer number of choices consumers have, smart retailers build brand loyalty with the help of creativity and strategy that combines assortment, value, and service. Explore all facets of retail management, strategic planning, merchandising mathematics and techniques, inventory management, pricing strategies, store operations, and real estate. Students develop a business plan that features a start-up retail strategy. They also receive coaching and constructive feedback.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes