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