

MKT-42 — RETAIL MANAGEMENT

About This Course

Transfer: CSU

3.00 units

Prerequisite: None

Description: Merchandising analysis of the changing concepts and business objectives of retailing. Management philosophies, strategies, and functions (from individual to multi-unit firms). Social and economic forces on decisions concerning location and operational policies. Analysis of forms of retailing, such as foods, motels, service stations, and direct channels. 54 hours lecture. (Letter Grade, or Pass/No Pass option.)