

FCS 310: Non Store Retailing FAMILY & CONSUMER SCIENCES

Investigation of goods and services, offered by nonstore retail formats such as telemarketing, catalogs, television, and the Internet in meeting consumer needs and wants.

3 Credits

Prerequisites

- Mktg 351: Marketing Principles
- Mktg 367: Consumer Behavior

Instruction Type(s) • Lecture: Lecture for FCS 310

Subject Areas

Consumer Merchandising/Retailing Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

