

FCS 444: Strategic Issues in Services

FAMILY & CONSUMER SCIENCES

Merchandising strategy in a dramatically changing, intensely competitive marketplace, focuses on key concepts in strategic retailing, success requirements, environment, and consumer tastes.

3 Credits

Prerequisites

- [Bus 271: Business Communication](#)
- [Mktg 361: Introduction to Retailing](#)
- [Mktg 367: Consumer Behavior](#)
- [FCS 102: Introduction to Merchandising](#)
- [Mgmt 371: Principles of Management](#)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for FCS 444

Subject Areas

- [Family and Consumer Sciences/Human Sciences, General](#)

