

FCS 444: Strategic Issues in Services

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
- <u>Mktg 361: Introduction to Retailing</u>
- <u>Mktg 367: Consumer Behavior</u>
- <u>FCS 102: Introduction to Merchandising</u>
- 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

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.

