Mktg 361: Introduction to Retailing

MARKETING

This course introduces students to the basic concepts of retailing. Subjects covered include the structure of retailing, analysis of the retail consumer, franchising, supplier relationships, location planning and analysis, store design and visual merchandising, as well as legal and ethical issues in the retail environment.

3 Credits

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-requisite: Mktg 351 (Minimum grade - C) or GB 350 (Minimum grade - C).
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 361
- Lecture: Compressed Video for Mktg 361

Subject Areas

- Retailing and Retail Operations
- Marketing/Marketing Management, General

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