

Mktg 361: Introduction to Retailing

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

- <u>Retailing and Retail Operations</u>
- Marketing/Marketing Management, 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.

