

BA 249 : Principles of Retailing and E-tailing

Covers analyzing target market, developing retail marketing mix elements, and reviewing store planning techniques used by retailers. Includes discussions of changing retailing environment and impact of government regulations.

Credits 3

Prerequisites

Equivalent placement test scores also accepted.

Subject

[Business Administration](#)

Course Outcomes

Upon successful completion of the course, students will be able to:

- Use their understanding of the history of retailing to inform development of contemporary retail strategy.
- Articulate and implement industry standard approaches to the site selection, store planning, and visual merchandising.
- Develop a merchandise plan and budget.
- Understand and apply the promotional elements of retailing.
- Identify the environmental factors that impact retailing and develop short and long-term plans to address existing and emerging issues.

Prerequisite Courses

[WR 115](#)

[RD 115](#)