

MKTG 355: Retailing

Provides an overview of the retailing industry and the key aspects involved in managing a retail operation. Topics include retail consumer behavior, trading-area analysis and retail site selection, the retail image, merchandising, and inventory planning and control, among others.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (C), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS