

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note:** The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 328		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> Retail Management <b>Course Short Title:</b> Retail Management															
<b>Faculty:</b> Faculty of Business and Computing		<b>Department (or program if no department):</b> School of Business													
<b>Calendar Description:</b> <p>From the perspective of a new retail store, students explore the complex world of retail and e-tail channel management strategies. Starting with defining its buyers, students investigate the role cultural diversity plays in developing a retail strategy. Students then apply the remaining elements of the marketing mix, plus other important marketing tools and new retail-specific tools, to create a bespoke strategy evaluation.</p> <p>Note: Field trips outside of class time may be required.</p>															
<b>Prerequisites (or NONE):</b>		45 university-level credits including BUS 120.													
<b>Corequisites (if applicable, or NONE):</b>		NONE													
<b>Pre/corequisites (if applicable, or NONE):</b>		NONE													
<b>Antirequisite Courses</b> ( <i>Cannot be taken for additional credit.</i> ) Former course code/number: BUS 224 Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Annually</b> Maximum enrolment (for information only): <b>25</b>													
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar</td> <td>10</td> </tr> <tr> <td>Tutorials/workshops</td> <td>30</td> </tr> <tr> <td>Experiential (field trip)</td> <td>5</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar	10	Tutorials/workshops	30	Experiential (field trip)	5					<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.	
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<b>Total hours</b>	<b>45</b>														
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		<b>Transfer Credit</b> (See <a href="#">bctransferguide.ca.</a> ) Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form.</a>)</i>													
<b>Department approval</b>		<b>Date of meeting:</b> April 1, 2025													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> April 11, 2025													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> August 28, 2025													

**Learning Outcomes**

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

1. Construct a retail concept strategy that reflects the competitive environment of the retail sector being entered; retail format, brand image (including pricing) and regulating bodies.
2. Evaluate the ethical use of AI in completing routine marketing tasks in the retail environment.
3. Apply the ideas, theories, approaches and actors in the development of domestic and internationalized target markets including local, Canadian and international Indigenous cultural groups and the role human resource management (HRM) plays in customer shopping experience.
4. Apply the tools used to facilitate decisions about merchandise strategy and product assortment and selection.
5. Compare a brick-and-mortar store concept to an ecommerce site using a variety of tools including site selection, store layout, Plan-o-gram (POG), and store atmospherics.
6. Detail the activities and challenges faced when developing a retail logistics strategy involving supplier selection, inventory management, role of technology and sustainability.
7. Detail the role customer loyalty initiatives and marketing ethics play in building brand loyalty, financial returns for the retailer and brand equity.

**Recommended Evaluation Methods and Weighting** (*Evaluation should align to learning outcomes.*)

Final exam:	20%	Assignments:40%	Quizzes/tests:	10%
Project:	15%	Field evaluation:	15%	

**Details:** Assignments include case analyses including weekly in-class case assignments plus three student field studies.

**NOTE:** The following sections may vary by instructor. Please see course syllabus available from the instructor.

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.*)

A case-based learning course utilizing. case assignments, and field trips.

**Texts and Resource Materials** (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

Type	Author or Description	Title and publication/access details	Year
1. Textbook	Levy, M.	Retailing Management (McGraw-Hill)	Current
2.			
3.			

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)

n/a

**Course Content and Topics**

Module One: Defining your buyer and product

- Defining the industry of retailing and its importance to the Canadian economy
- Defining retailer buyer personas and identifying retailer target market(s) (LO 2-3)
- Planning your product offering; assortment and selection (LO 2-4)
- Retail strategy audit (LO 1-4)
- Field study 1: Target market (LO 3)
- Fieldtrip 1: Assortment and selection (LO 4)

Module Two: Defining your retail concept

- Store design; business location strategy; property acquisition strategies (LO 2, 5)
- Field study 2: Location mapping
- Fieldtrip 2: Layout (LO 5)
- Staffing and customer experience management (LO 2, 5)
- Field study 3: Staffing strategy assessment (LO 2, 5)

Module Three: Implementation

- Inventory management and control; production management strategy, pricing strategy (LO 4, 6)
- Technology use in the retail environment (LO 6)
- Produce vs. outsourcing (LO 6)
- Apply the theories and approaches in estimating a shopper's value to the retailer in terms of brand loyalty and financial value (LO 7)

Quizzes (LO 1-7)

Final exam (LO 1-7)