

# MKT 130 : Principles of Retailing

**Credits:** 3

**Class Hours:** 3 lecture

**Description:** This course provides an introductory view of retailing and its relative position in the marketing chain. The primary emphasis is on the basic functions of a retail store, including finance and control, operations, personnel, merchandising, and sales promotion.

**Semester Offered:** Fall (every odd year), Spring (every odd year)

**Course Student Learning Outcomes (CSLOs):**

1. Apply merchandise management strategies to optimize profitability.
2. Analyze the various retail venues and their impact on the economy.
3. Apply retail operation strategies to meet the needs of the target market.