NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE

<table>
<thead>
<tr>
<th>COURSE:</th>
<th>PREFIX NO.</th>
<th>EFFECTIVE DATE</th>
<th>NEXT REVIEW DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT</td>
<td>110</td>
<td>Spring 2014</td>
<td>Spring 2015</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>TITLE:</th>
<th>CREDITS</th>
<th>CONTACTS</th>
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<tbody>
<tr>
<td>RETAILING</td>
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PREREQUISITES:  NONE

DESCRIPTION:  This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs and profit management.

TEXTBOOK(S) OR ALTERNATIVE:  Retailing: Integrated Retail Management by Ogden and Ogden, 2005 Edition; Publisher: Houghton Mifflin

MATERIALS (specifying those to be purchased by student):

COLLATERAL READING:

CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):

ACADEMIC DISHONESTY:  Students are expected to do their own work. Please refer to the NETC Student Code and Grievance Procedure for a definition of academic dishonesty and an outline of the disciplinary action that may result therefrom.

ATTENDANCE:  Students are expected to attend all scheduled classes, however, twenty percent are allowed for unavoidable hardships such as illness or car trouble. A student missing more than twenty percent of class for any reason will be dropped from the course for excessive absences. If the instructor drops a student for excessive absences at any time during the semester, a grade of "F" will be assigned. If the student withdraws from the course a grade of "W" or "WF" will be assigned as outlined in the College catalog.

TARDIES:  A student is considered tardy if he/she arrives for class after the roll has been taken. Three tardies equals one absence.

TESTING:  Regular assigned test will be given with advance notification.

CLASSROOM ETIQUETTE:  An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also toward others. In the classroom, as on the job or in your home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, unappropriate talking while class is in session, etc. negatively reflect on you and your fellow students. Please be considerate.
STUDENT ID: It is mandatory that every student wear his or her student ID at all times while on the Cheraw campus.

During the first week of classes, the instructor will issue a reminder to wear the ID. This reminder is a warning.

Then instructors are required to dismiss students without ID from class. The student may get his/her ID (or a new one from Student Services for $3.00) and return to class before the midpoint of the class. If the student cannot get an ID and return to class by the midpoint, the instructor will record the absence.

DISABILITIES STATEMENT: Students with disabilities are encouraged to contact the Dean of Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Dean of Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See College Catalog)

RESOURCES (A-V, persons, tools/equipment):
- Success Center
- Library
- Audio, video cassettes

COURSE TOPICAL OUTLINE (List topics and sub-topics of course) and Calendar or approximate length of time devoted to topic.

I. An Introduction to Retailing
II. Effective Retail Strategies
III. Internal Planning and Management
IV. Retail Tactics, Laws, and Ethics

OBJECTIVES OF COURSE
The student will be able to demonstrate an understanding of the processes involved in retailing and how they relate to accounting, business finance, management, information technology, marketing, and other business activities.

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:
Lecture and Classroom Participation

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:
Chapter Test

GRADING SCALE:
A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 AND BELOW