



Course Description

CTE2388 | Principles of Contemporary Retailing | 3.00 credits

In this course students will learn the operational segments of the fashion industry and their functions. The course focus is on the contributions employees add to sales productivity and customer satisfaction in retail establishments and on the exploration of new technologies and their impact on consumers' shopping experiences. Prerequisite: CTE1050.

Course Competencies:

Competency 1: The student will comprehend the impact of Retailing on all aspects including the different retail formats and the influence of technology by:

1. Identifying operational tasks, objectives and organizational structures of retail establishments
2. Recognizing the unique characteristics of different retail format
3. Explaining how technology has impacted retailing

Competency 2: The student will focus on the evolving role of the retail manager by:

1. Examining how a store manager will be responsible for sales productivity and customer retention as it is intensified by mobile commerce and social commerce
2. Identifying the store manager's responsibility to ensure that the ongoing day-to-day operations adhere to the company policies and procedures
3. Demonstrating the role of the retail manager in response to issues of loss and fraud
4. Establishing how the role of the retail manager responds to security issues affected by identity fraud, job application fraud and organized theft

Competency 3: The student will exhibit an understanding the importance of customer service by:

1. Evaluating the role of customer service as the customer becomes more technologically involved in retailing
2. Utilizing in store analytics to improve the customer shopping experience
3. Identifying the various customer services and the contribution they have to the store's image, profitability and customer satisfaction

Competency 4: The student will assess methods used with technology and the contemporary retail environment by:

1. Examining the use of Data Mining to strengthen customer loyalty and build loyalty programs
2. Discussing the role of social media on the recruitment process
3. Identifying career opportunities that are brought about by web globalization and multi-channel retailing to a techno savvy workforce

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society