6/28/2023 DATE
☑ REQUIRED COURSE
☐ ELECTIVE COURSE

Agriculture DIVISION
☐ NEW COURSE
☐ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	AGR-132		**TITLE:** *(30 Characters Max)*	Retailing of Agricultural Supplies									
SEM CR HRS:	2	**Lecture:**	2	**Lab:**	0						**ECH:**	2	
Course Level:	☐ Gen Ed / IAI ☐ Career/Technical ☑ Baccalaureate /Non-IAI ☐ Dev Ed/ Not in Degree Audit			**Clinical Practicum:**	0	**Work-based Learning**	0	**WBL ECH:**	0				
COURSE PCS #	12 - 20. 701		**IAI Code**							**Contact Hours (Minutes Per Week)**			
Repeatable (Y/N):	N	**Pass/Fail (Y/N):**	N	**Variable Credit (Y/N):**	N	**Min:**		**Max:**		**16 Wks**	100	**8 Wks**	200
Prerequisites:	None												
Catalog Description: (40 Word Limit)	Covers the practical application of retailing as it affects farm business supplies by divisions merchandising, sales, promotion, personnel control and operation.												

	List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Organization of the Retail Business	10			
2	Employing Personnel	4			
3	Pricing Merchandise	3			
4	Markups and Markdowns	3			
5	Kinds of Advertising	4			
6	Product Promotion	4			
7	Customer Relations	2			
8					
9					
10					
	TOTAL	30	0	0	0

EVALUATION							
QUIZZES	☑	**EXAMS**	☑	**ORAL PRES**	☑	**PAPERS**	☐
LAB WORK	☐	**PROJECTS**	☑	**COMP FINAL**	☑	**OTHER**	☐

COURSE MATERIALS		
TITLE:	Retail Management: A Strategic Approach	
AUTHOR:	Barry Berman and Joel Evans	
PUBLISHER:	Prentice Hall	
VOLUME/EDITION/URL:	11	
COPYRIGHT DATE:	2009	

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Organization of the Retail Business	10	Examine and discuss the essential steps of organization. Review such topics as researching the proposed market area, labor needs and availability, demand for the products, property availability, transportation and government clearances.
Employing Personnel	4	Create a chain of command along with job descriptions and applications for employment.
Pricing Merchandise	3	Discuss the different costs which must be recovered to determine prices attached to products.
Markups and Markdowns	3	Relate price changes to retail business.
Kinds of Advertising	4	Name different types of advertising along with costs of each and appropriate type.

Product Promotion	4	Discuss the need for product promotions especially in new product areas. Create a promotion and make a presentation.
Customer Relations	2	Explain how to keep the customer satisfied along with handling complaints and warranty problems.
Insert New Line Above this Line		
	30	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
• Demonstrate an understanding of the 4 elements of the retail promotional mix: advertising, personal selling, publicity, and sales promotions.	
• Create a written promotional strategy for an agricultural retailer.	
• Deliver a professional presentation on the promotional strategy they create for an agricultural retailer.	

** Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.*