



FACULTY SENATE
CURRICULUM COMMITTEE
Approval Form

Department Administrative Studies

Title Retail Buying and Merchandising

Sponsor(s) Dr. L. Ward Broomall No. of Credits 3

COURSE SPECIALIZATION CONCENTRATION CERTIFICATION MAJOR PROGRAM

Approved by the department Graduate ()

Not recommended by the department Undergraduate ()

Information copies forwarded: Academic Dean; Chairperson, Curriculum Committee

Signature: Department Chairperson Date 4-14-78

DIVISION

Consultation on proposal has been held

The following have been consulted: 1) Dr. Karen Gillespie, Chairperson of the New York University Retail Marketing program; 2) Glassboro State College Management Institute

Comments: Retail Advisory Council; 3) Dr. Charles Welsh, program coordinator for marketing.

(see attached)

Date April 14, 1978

Signature: Academic Dean and/or Divisional Committee

CURRICULUM COMMITTEE

Proposal received

Open Hearing held 5-4-78

Returned to the department for the following reason(s):

*A. set
Director of consultation
@ put program in file
including policy
@ by listed.*

Approved by the Curriculum Committee

Presented to Executive Committee of the Faculty Senate as information

Notifications forwarded: Vice President for Academic Affairs


Signature: Chairperson, Curriculum Committee Date 5-12-78

Academic Dean

I have reviewed the final documents as approved and concur with same. Budget, faculty, library allocations and Academic Support Services are adequate for immediate implementation.

I have reviewed the final documents as approved and concur with same. Budget, faculty, library allocations and Academic Support Services for the current academic year are inadequate for immediate implementation or implementation in the next fiscal year. The earliest that the proposal might be implemented would be

HEGIS Taxonomy Number: _____


Signature: Academic Dean

Date _____

Copies forwarded: Chairperson, Curriculum Committee, Department Chairperson,
Registrar

Signature: Vice President for Academic Affairs

Date _____

- Note
- 1) Course proposal format is attached
 - 2) A copy of this approval form should accompany each proposal
 - 3) A copy of a proposed catalogue description of the course must accompany the proposal as a separate page.

3/2/78

COURSE PROPOSAL

1. Course Title: Retail Buying and Merchandising

Sponsor: Dr. L. Ward Broomall, Administrative Studies

Key Personnel: Jack Lee (now part-time) and other departmental personnel

2. Essence:

a. Undergraduate course offering

b. Semester hours credit: three

c. Course level: Junior, Senior

d. Prerequisites: Retailing (0509.372)

e. This course will be an additional in-depth offering in the Division's marketing specialization program. It is designed to meet needs of those Administrative Studies students preparing to undertake managerial responsibilities in the retail world. It will also be open to other majors in the College when appropriate to their programs or on an elective basis.

f. Suggested time and scale of implementation: Fall Semester, 1978; one section per semester.

3. Other Details:

a. Adequacy of present staff and resources:

Jack Lee has an M.S. in Retailing from New York University. His academic background is supplemented by sixteen years of experience in retailing with both large and small stores and thirteen years as a manufacturers' representative for women's apparel. A Retail Merchants Advisory Council has been organized which already supports the Division's sole retail offering. It provides guest speakers for classroom input that possess expertise in various facets of retailing. Moreover, the Council has already placed twenty-three Administrative Studies students in regional stores

in order to provide them with on-the-job retail training and experience. The Council will also provide the same support for this new course being proposed.

b. Library Facilities and Needs:

Library holdings in retailing are substantial. Moreover, the Division and Savitz personnel are presently working to improve the retailing collection. The text selection for the course is J. Wingate's Management of Retail Buying and Merchandising. The book has been so well received by college retailing instructors that Wingate's second edition by Prentice-Hall has just come onto the market.

c. Special Needs: classroom space for two-and-one-half hours per week.

d. Uniqueness of Course:

In recent years retailing has undergone enormous changes, many of which have been highly visible to the consumer. In all probability there will be more changes in the future, bringing with them increased competition for most types of retail outlets. Certainly the discount house is not new; however, its extent and multiple locations represent changes to yesterday's retail outlet pattern. Many variety stores are taking on the appearance of a junior department store. Mail order companies are springing up in ever increasing numbers in response to change in consumer behavior patterns. Currently many types of retail outlets, e.g., department, hardware, and paint stores, are attempting to increase sales volume and customer traffic by including services in their assortment of offerings. Surely the vast changes in retail patterns in recent years have brought store owners face-to-face with new managerial problems and opportunity. As a result, they find an increasing need to staff their operation with qualified merchandise/managers and buyers in order to permit their stores to meet the challenges of change effectively. To sum it up: This proposed course is designed to provide a student with tools that store owners consider vital for skillful

merchandising and buying.

4. Topical Outline and Student Objectives:

- a. The Buying Function
- b. Organization for Buying: Single and Multi-Unit Stores
- c. Resident Buying and Other Associated Buying Activities
- d. Determining Customer Demand
- e. Analyzing Sales and "Wants"
- f. The Merchandise Assortment
- g. Merchandise Resources
- h. Techniques of Merchandise Selection
- i. Negotiating the Wholesale Price
- j. Vendor Services Available to the Buyer
- k. The Buyer's Order and Vendor Relations
- l. Pricing and Selling Merchandise Purchased

After completing this course the student should be able to have a knowledge of resources for merchandise in major markets (domestic & foreign), buying techniques for single and multi store units, the ability to discover a fair price for the greater profitability in merchandising, an understanding of merchandise assortment (i.e. colors, sizes, finishes, salable features, etc.) and how to purchase the best items, and the general importance of merchandising within the structure of a retail firm. The study of the above objectives will prepare the student, interested in the retailing industry, to comprehend the complexities of the buying and merchandising function. Most major retail executives began their careers as assistant buyers.

5. Rationale:

This course provides key elements of knowledge that retail firms look for when recruiting trainees. This is the feeling of the Retail Merchants Advisory Council composed of managerial talent with Sears, J. C. Penney,

John Wanamaker, Strawbridge and Clothier, Bambergers, Gimbels, CBS Records, Corland Corporation, Greenbriar Shops and Chapel Printing Company.

6. Evaluation:

At a minimum, two essay type examinations; a research paper together with a short oral presentation of the paper's findings, and class performance.

7. Proposed Catalog Description:

Buying strategies in multi-retail outlet settings are explored and evaluated; equal emphasis is given to the merchandise flow concept in formulating and administering merchandise plans in order to maintain investment in inventory at optimum level. Retailing (0509.372) is a prerequisite for this course.

8. Consultation:

Home Economics, Communications, and the Art Department have been consulted. We are also exploring with them which of their offerings tie in with the proposed course in order to adequately prepare an Administrative Studies student for a retailing career.



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

DIVISION OF FINE & PERFORMING ARTS
DEPARTMENT OF ART

TO: Glassboro State College Curriculum Committee
FROM: Art Department Curriculum Committee *J*
DATE: May 12, 1978
RE: Consultation, Retail Selling Proposal

Mr. Jack Lee has consulted with the Art Department about relevant studies in retail selling. The result of this consultation was a proposal from us for a course, Color and Design in Retail Selling.

JT/kmat
cc. Dr. J. Wright
Mr. Jack Lee



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State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028
HOME ECONOMICS DEPARTMENT

TO: Jack Lee, Administrative Studies

FROM: Dr. Helen McConnell, Professor, Home Economics *H. McConnell*

RE: Course proposal in Retail Buying and Merchandising

DATE: May 17, 1978

Your course in Retail Buying and Merchandising in no way duplicates the consumer courses which we offer in this department. You are focusing on the work done by store personnel who locate, select and purchase goods to be sold in retail outlets. Consumers are persons (all of us!) who go to those retail stores to buy the goods offered for sale. The knowledge and skill needed, and the types of decisions made, are not the same for the two groups of persons.

I am pleased that your course will be available. Our students preparing for careers within our Consumer-Business Option need to understand the roles of both store personnel and consumers in buying-selling activities.

HMC:czc



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COMMUNICATIONS DEPARTMENT
609-445-7187

To: Fran Masat, Chairperson
Curriculum Committee

From: Richard Ambacher, Chairperson *RAM*
Communications Department

Subject: Retailing Proposal by Administrative Studies

Date: May 9, 1978

Jack Lee has talked with me and other members of the department regarding the possibility of offering a series of courses in retailing. In particular he explored the possibility of Communications offering a course in retail advertising.

We feel we will be able to work on developing the course next fall. If approved, we will be able to offer it, subject to availability of staff, during the 1979-80 academic year.