

MRKT 459. RETAIL MANAGEMENT.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Fall 2025, Winter 2026

View offerings for Fall 2025 or Winter 2026 in Visual Schedule Builder.

Description

Principles and methods of marketing management as applied to retailing, including strategy and tactics: market structure; consumer behaviour; competition; financial management; human resources planning; promotion; presentation; merchandising; operations; pricing; planning and attaining retail profits. Lectures, text material, outside reading, planned retail visiting, cases.

- Prerequisite: MGCR 352

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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