MKT 4333 - Retailing and Distribution

MKT 4333 Retailing and Distribution (3 semester credit hours) This course will discuss retailing and distribution including merchandising, positioning strategies, electronic commerce, inventory management, pricing, buying functions, advertising and promotion, and atmospherics as well as customer satisfaction. Additionally, the course will provide the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail environment along with channel management decisions, channel design, logistics and management of channel relationships. Prerequisites: MKT 3300 and (MATH 1325 or MAT H 2413 or MATH 2417). (3-0) Y