

MKT4333 - Retail Operations

[MKT 4333](#) Retail Operations (3 semester credit hours) This course provides students with a comprehensive view of retailing and applications of operations management/marketing concepts in a practical retail environment. Topics include omnichannel operations, merchandising and promotions, demand forecasting, product availability, assortment planning, customer value and satisfaction, pricing and revenue management, technology and innovation, and impact on financial performance and sustainability. It follows industry trends to focus on how companies design and manage retail environments. Prerequisite: [MKT 3300](#). (Same as [OPRE 4345](#)) (3-0) S