

COURSE MAM3060: SETTING UP A RETAIL STORE**Level:** Advanced**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students develop retail store images, examine potential locations and design store layouts. Students should be given hands-on experience by researching a location for an actual retailing opportunity and design a layout for this retail store. This course focuses on students owning a retail business and learning the necessary steps for success.**Parameters:** No specialized equipment or facilities.**Supporting Courses:** MAM1010 Management & Marketing Basics
ENT2030 Marketing the Venture
MAM2040 Retail Operations**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<i>The student will:</i> <ul style="list-style-type: none"> create an image for a retail business analyze and justify a location and site design an effective floor plan using the principles of store design and layout 	<i>Assessment of student achievement should be based on:</i> <ul style="list-style-type: none"> a store design project – Part 1: <ul style="list-style-type: none"> select a particular type of retail store and create an image for this retail store including a name, identifying target niche, and identification of distinguishing characteristics. 	15
	<ul style="list-style-type: none"> a store design project – Part 2: <ul style="list-style-type: none"> identify a community and a site within the community for the retail store selected in Part 1. 	15
	<ul style="list-style-type: none"> a store design project – Part 3: <ul style="list-style-type: none"> design a store front, using layout design principles, for selected retail site in Part 2 design an interior layout, using layout design principles, for selected retail site in Part 2. 	20 40
	<i>Assessment Tool</i> <i>Assessment Guide: Designing a Retail Store Project (MAM3060–1)</i> <i>Standard</i> <i>Rating of 2 in each applicable task</i>	

COURSE MAM3060: SETTING UP A RETAIL STORE (continued)

Concept	Specific Outcomes	Notes
<ul style="list-style-type: none"> • Selecting a Community • Selecting a Site 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify the kind of community (city/town/district) he or she is looking for • list store location objectives regarding target market, business environment and competition • identify and investigate a preliminary list of communities • compare communities selected, short list and rank • select the best community for the retail business • research various sites within the community • research traffic patterns • research options for location: <ul style="list-style-type: none"> – compare buying versus leasing – calculate how to best maximize sales – question the site based on store image – analyze large competition versus one-of-a-kind. 	
<p>Creating a Store/Floor Design</p>	<ul style="list-style-type: none"> • analyze the: <ul style="list-style-type: none"> – space required – work flow patterns (employee, customer) – equipment/display/physical arrangement • describe and illustrate how to incorporate: <ul style="list-style-type: none"> – enticements to customers (come, stay, buy, return) – efficiency/service – flexibility/convenience – safety (employees, customers) – security (merchandise, equipment) – maintenance (day-to-day, repair, remodel) • research the principles of store front and interior floor design and layout (features, impulse goods vs. staple goods, physical arrangement) 	

COURSE MAM3060: SETTING UP A RETAIL STORE (continued)

Concept	Specific Outcomes	Notes
<p>Creating a Store/Floor Design (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • compare exterior and interior layouts among stores with similar product lines: <ul style="list-style-type: none"> – supermarket – department – small store – service operation • identify elements that compete for space on the floor • describe/illustrate: <ul style="list-style-type: none"> – why the plan is functional – selling/non-selling areas – equipment/furniture – decor – image of business (inside/outside). 	<p>A background in Design Studies is helpful.</p>
<p>Managing Facilities</p>	<ul style="list-style-type: none"> • prepare housekeeping schedules/work plans: <ul style="list-style-type: none"> – daily cleaning – general maintenance – redecorating (promotional and upkeep). 	