

Course Abstract

Course ID and Name: FMR 202, Retail Buying and Merchandising

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

Office Location: ED 123

E-mail Address: ACakmak@middlesexcc.edu

Telephone: 732.906.2594

Prerequisites: None

Co-requisites: None

Course Description:

The latest techniques employed in the merchandising division of a store. The functions of the buyer and buyer's problems are analyzed and discussed. The analysis and determination of consumer demand, when and how much to buy, sources of supply, formulation of merchandise plans for profit, and planning and control of stock.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Analyze and discuss the functions of the buyer and merchandising division of a retail enterprise.
2. Describe open-to-buy and construct a buying plan.
3. Identify retailing formats and trends in retail growth and expansion.

Course Content Areas:

- Overview of retail buying and merchandising and their functions in the marketplace
- Merchandise assortments and buying plan
- Choosing vendors and negotiating the Buy in the Global Marketplace
- Pricing and selling
- Technology and Internet commerce; effect on buying and merchandising