

2019-2020 TTC Catalog

MKT 110 Retailing

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs, profit management and e-commerce.

Course Offered

Spring

Grade Type

Letter Grade

Division

Business Technology