

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 239

Credits: 3

Course Title: Market Week Selection and Buying

Course Description (including lecture hours, lab hours, total contacts)

Provides instruction through active participation in an apparel trade market. Focuses on merchandise buying directly from manufacturers. Includes merchandise selection, terms negotiation, and arrangements for transporting merchandise, followed by storekeeping, inventory management, pricing, and promotion of purchased materials. Prerequisite: MKT 227 or MKT 238. Lecture 1 hour. Laboratory 4 hours. Total 5 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites

MKT 227 or MKT 238

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Demonstrate techniques of buying
- b. Develop a merchandise plan and control
- c. Explain the role of the buyer in the market
- d. Explain and demonstrate the concept of profit contribution

Major Topics to be Included

- a. Job Description
 1. Buyer
 2. Assistant Buyer
 3. Department manager
- b. The Merchandise Plan
 1. Principles and Factors in Preliminary Planning
 2. Analyzing Plan Elements
 3. Merchandising Standards (M.O.R. Reports)
 4. Preparation
- c. Market Coverage
 1. Resident Buying Office Reports
 2. Shopping The Market
 3. Market Evaluation

- d. Order Writing
 - 1. Selection of Merchandise
 - 2. Order Analysis (before confirmation)
 - 3. Confirmation Procedures
- e. Sales Promotion Activities
 - 1. Selection of Merchandise Guidelines
 - 2. Justification of Selected Merchandise
 - 3. Promotional Activities Procedure (intra-store)
 - 4. Sales Promotion Evaluation

Effective Date of Course Content Summary: September 5, 2008