Retailing - BU142

Section: BU142 700261S Online
Credit Hours: 3.00
Course Description: Aspects of retailing such as consumer behavior, product development, location, layout, retail math and other related topics with special emphasis placed on buying goods for resale.
WHEN Start Date: 08/19/2026 End Date: 12/10/2026
Days:
Arranged
Arranged

INSTRUCTOR
KEITH WADE
BOOKS
Title: RETAILING 8TH Edition
Author: DUNNE
Required: Yes