

Retailing - BU142

Section: BU142 816192S Online

Section Type: Lecture

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

Days: Arranged

Times: Arranged

Start Date: 01/21/2020

End Date: 05/07/2020

WHERE

Online

INSTRUCTOR

KIM JOHNSON

BOOKS

Title: RETAILING 8TH Edition

Author: DUNNE

Required: Yes