

Course Schedule - Spring 2007

Business Administration

321 ***Principles of Retailing*** Credit: 3 hours.

Gives a general analysis of the structure of retailing emphasizing the retailing environment and operating efficiencies; includes patronage behavior, merchandise control, pricing, promotion, location, and vendor relations; and gives special attention to emerging trends in retailing. Prerequisite: BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
30967	lecture-discussion	B	08:30 AM - 09:50 AM	MW	room 147 Armory	Patarapongsant, Y