

MARKETING/RETAIL (MMR)

All MKT and MMR courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

MMR 101 Principles of Retailing (3) 3,0

Store location and layout, retail institutions, department store organization, chain store organization, merchandise, information, including the process of analyzing merchandise for marketing purposes. Techniques of buying, receiving, pricing and displaying. Also included are problems of credit control, cost control and margin control. (1.2) Proficiency Credit Available (2 EI) Pass/No Credit Not Available.

In-District Tuition/Fees: \$414 (effective 2025/26 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MMR 206 Retail Management (3) 3,0

Deals with the subject of retailing from a management point of view. Managerial considerations include goals and objectives, policies, community analysis, site evaluation, store planning, staffing, sales promotions, customer services, store margin and profit controls. (1.2) Proficiency Credit Available (2 EI) Pass/No Credit Not Available.

In-District Tuition/Fees: \$414 (effective 2025/26 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Grade of C or better in MMR 101 or consent of instructor

Semester(s) Offered: Fall, Spring and Summer