# MKTG2225 - Omni-Channel Retailing

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<th>Credits:</th>
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**Description:**
This course will examine a new approach to commerce that is focused on retailers creating a cohesive user experience for customers at every touchpoint. Omni-channel refers to retailers with both a physical and digital presence.

**Prerequisites:**
- BUS2204
- BUS2206
- MKTG1114
- MKTG2000

**Corequisites:**

**Pre/Corequisites**: 

**Competencies:**
1. Define the strategic retail management decision process.
2. Define and understand what omni-channel means for today’s retailers.
3. Identify what is needed to support an omni-channel strategy.
4. Identify the technology needed to support an omni-channel strategy.
5. Explain omni-channel customer needs and shopping patterns.
6. Determine how to fulfill omni-channel demand.
7. Create a plan to optimize inventory.
8. Consider how to find the best prices for omni-channel customers.
9. Determine how to generate and evaluate sales forecasts.
10. Interpret the merchandise differences between brick-and-mortar stores and branded ecommerce websites.
11. Examine paths to purchase and payment options.
12. Compare how leading retailers are navigating their omni-channel journeys.

**MnTC goal areas:**
None

*Can be taking as a Prerequisite or Corequisite.*