

MKTG 4250-01(CRN: 10455): Retailing Management
Spring 2013
College of Business
TennesseeStateUniversity

Course:	Retailing Management	Class room: <u>AWC 212</u> ; TR 9.40 – 11.05 am
Professor:	R. Unni	Office: K-439, AWC
Phone:	963-7343	Office Hours:
Email:	Use <i>D2L email</i>	TR: 11.30am-3.00pm; W: 10.30am–1.30pm
Required Textbook:	Levy, Michael & Weitz, Barton A., <i>Retailing Management</i> , 8e, McGraw-Hill, 2011.	

Important note: *In order to be assured of receiving full academic course credit, you must be fully or tentatively admitted into the College of Business. It is the student's responsibility to meet these requirements.*

Course Description:

The course covers the evolution of retailing into a global high technology industry and the state-of-art management of retailers and the ways consumers buy products and services. This important industry employs one out of eight people in the U.S. workforce. Exciting and challenging career opportunities are available to business graduates, plus the study of retailing creates better informed and wiser consumers. Since the retail store is a complete business, every aspect of business is brought to bear plus those unique to the field. Prerequisite: MKTG 3010.

Textbook and Other Resources:

Required: Levy, Michael & Weitz, Barton A., *Retailing Management*, Sixth Edition, McGraw-Hill, 2007. Book purchase is mandatory and advanced reading of all assigned chapters is required each week prior to every class meeting.

Other useful sources include the Journal of Retailing, Stores, Chain Store Age, DSN Retailing Today, and Wall Street Journal.

Note: The instructor is unaffiliated with either the author or the publisher of the textbook. Thus, the instructor has no financial stake in your purchase of the textbook.

Course Objectives:

- To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.
- Develop an understanding of:
 - the contribution of retailers to the product value chain.
 - consumer motivations, shopping behaviors, and decision processes for evaluating retail offering and purchasing merchandise and services.
 - corporate objectives, competitor analysis, and competitive strategy.

- the traditional bases for segmentation and how segmentation can inform retail strategy.
- how retailer’s communicate with their customers.
- tactics (pricing, merchandise assortment, store management, visual merchandising, customer service) for extracting profit from a retail offering.

While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

This is a web-enhanced course – the D2L / eLearn platform (www.elearn.edu) will be used to post class material, announcements, submission of assignments, and other activities.

Method of Instruction:

Instruction will be done by lectures, unit review, in-class exercises, multi-media presentations, and guest lectures. Participation in class discussions is encouraged. In-class written assignments will be given periodically.

Method of Evaluation:

The final grade will be calculated on the basis of quizzes, exam scores, individual assignments, group project, and attendance record.

	% of Grade
10 quizzes(@2% each)	20%
Mid term exam	20%
Final Comprehensive Exam	25%
Take home Assignments	25%
In class assignments	10%
Total	100%

Grading Criteria: Final grades will be determined on the following criteria:

- A = 90% and above** **C = 70 – 79.9%**
B = 80 – 89.9% **D = 60 – 69.9%** **F = less than 60%**

Quizzes

10 quizzes will be administered during the semester. Some of these quizzes may be administered online (via elearn). These quizzes will be pre-announced.

Mid-term exam

The mid-term exam is scheduled during the mid term exam week. The exam will have multiple choice questions and some short answer questions.

Final exam

The final comprehensive exam will be held during the exam week. The exam schedule will be announced later during the semester. Topics for the final exam would include all the material covered during the semester. An in-class review session will be offered.

Take Home Assignments

Take-home assignments will be completed in small groups. These will be used to apply concepts discussed in the class. Each group will select a retailer. The take home assignments will be related to this specific retailer.

Assignments will be graded for organization, grammar and style as well as content. Specific instructions will be provided for each assignment. Details of assignments will be posted on the course web page.

A separate handout will be provided for take home assignments.

In-class assignments

Short assignments that are typically interactive in nature will be used in class.

Students with Disabilities:

Appropriate accommodations will be made for students with disabilities. Students needing assistance may call (615) 963-7400 or follow the procedures outlined by TSU.

Attendance Policy:

Students are required to attend all classes and actively participate in class assignments and activities. Students are expected to be present and on time for all class meetings. Attendance will be taken. 4 unexcused absences will result in the lowering of the grade by one level. More than 4 unexcused absences will receive an F for the course.

If you are late for class by up to 10 minutes, you will only receive 50% attendance credit. Therefore, accumulation of 50% attendance credit for 8 classes, will translate to 4 absences and your grade will be dropped by one letter grade. Attendance credit for students who are more than 10 minutes late is at the discretion of the instructor.

Students are expected to be present for the entire class. Students who leave the class early without prior permission will lose attendance credit. All unexcused absences will count against the final grade and failure to attend three consecutive classes, without approved excuse, will result in the student being dropped from the class. In cases where the student has an acceptable, approved absence, written documentation must be submitted upon returning to class, explaining the absence. *Varsity athletes and student representatives must submit in*

writing play and practice schedules from their coaches/advisors at the beginning of the semester. Material covered during an absence is the responsibility of the student.

The instructor is not required to provide make-up exams or make-up assignments. A missed exam will count as a zero. Any exception to this policy will be at the discretion of the instructor. The format and contents for any make-up exam (or exam given outside of class) may not be the same as that of the missed exam. If a student is absent for an in-class assignment, it is the student's responsibility to request a make-up assignment within a week of the missed class. The make-up assignment may not be the same as the missed assignment.

Class Conduct and Policies

A goal for the classroom is to have a positive, attentive, courteous environment that is conducive to learning. Being on time, being alert, participating in discussion and activities, staying for the full class time, and generally contributing to the learning experience of one's classmates are desirable behaviors. You are expected to respect the rights of every member of the class. If you disagree with a classmate's observation or analysis, please wait to be called on to present your point of view.

The instructor reserves the right to assign students to specific seats in the classroom.

If you have a cell phone, pager, or other wireless devices, please turn it off during class. Also, use of these devices during examinations will be considered a form of cheating. Use of laptops and other mobile devices for activities unrelated to class will attract sanctions.

Ethical Conduct:

Cheating, plagiarism and other forms of academic dishonesty are prohibited. In addition to other possible disciplinary sanctions which may be imposed through the regular institutional procedures, the instructor has the authority to assign an F or zero for the course.

Using someone else's ideas or phrasing and representing those ideas or phrasing as your own, either on purpose or through carelessness, is a serious offense known as *plagiarism*. "Ideas or phrasing" includes written or spoken material – from whole papers and paragraphs to sentences. "Someone else" can mean a professional source, such as a published writer or critic in a book, magazine, encyclopedia or journal; an electronic resource such as material discovered on the World Wide Web, another student here or anywhere else; or a paper-writing "service" (online or otherwise). Sources must always be documented. See the University handbook for further details.

Course Outline and Schedule

	Week	TOPIC	Chapter
Jan 17	1	Course Overview	
22	2	Introduction to retailing	1
24		Library presentation	
29	3	Types of retailers	2
31		Consumer Behavior	4
Feb 5	4	Retail Strategy	5
7		Retail Strategy (contd.)	5
12	5	Retail locations	7
14		Retail site location	8
19	6	Financial Strategy	6
21		Financial Strategy	6
26	7	Customer Relationship Management	11
28		Customer Relationship Management	11
Mar 5	8	Buying merchandise	14
7		Store layout	18
12 & 14	9	SPRING BREAK	
19	10	TBA	
21		Mid term Exam	
26	11	Pricing	15
28		Pricing	15
Apr 2	12	Retail communications	16
4		Retail communications	16
9	13	Multi-channel retailing	3
11		Multi-channel retailing	3
16	14	Store management	17
18		Customer Service	19
23	15	Customer Service	19
25		Human Resources Management	9
30	16	Information systems and logistics	10
MAY 2		Review for Final Exam	
7		Likely date for FINAL EXAM – to be confirmed.	

Note: This outline is subject to change; changes will be announced via eLearn course page and/or in class.