

**UNIVERSITY OF DAYTON**  
**MANAGEMENT AND MARKETING DEPARTMENT**  
**MKT 315: RETAIL MARKETING Course Syllabus**  
**Winter 2008, Section 01**

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<b>OFFICE HOURS:</b>	Wednesday 3:00 to 4:00 pm or by appointment

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**CLASS TIMES:** Wednesday and Friday between 12:00 and 1:15 pm  
**CLASS LOCATION:** Miriam Hall 209  
**COURSE WEB PAGE:** <https://quickplace.udayton.edu/mkt315-wi08>  
**TEXTBOOK\*:** Retailing Management by Michael Levy (Author), Barton A. Weitz (Author)  
Publisher: McGraw-Hill/Irwin; 6<sup>th</sup> edition (2006)  
ISBN-10: 007301978X ISBN-13: 978-0073019789

*\* Other supplemental materials such as news articles will be available on the course website. You will be informed when you are to read these materials and bring them to class.*

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**READ THE SYLLABUS COMPLETELY**  
**AND CONTACT ME IF YOU HAVE ANY QUESTIONS!**

**COURSE OBJECTIVES**

This course is designed to help you develop an understanding and appreciation of the difficulties and challenges of starting, managing, expanding, and consequently, succeeding in retailing. In this respect, we will cover the major functions that comprise the retailing task, the decision tools applied, planning, strategy formulation, implementation, and control in retail management.

**METHOD OF INSTRUCTION**

There will be two lectures each week. The lectures are designed to introduce and clarify the topics being covered in the course, and to relate those topics to business applications. You can find the notes for each class as well as announcements and other related materials on the course web page. You should recognize that the lectures are an invaluable source for understanding the concepts being introduced. Therefore, it is necessary for you to attend all the classes and have the notes prior to the class hour in order to benefit fully from the lectures and the class notes. Assigned readings should be done prior to class to allow for a better understanding of the concepts introduced. I strongly recommend that you do not postpone the readings until the exam time. Also, do not hesitate to ask questions on anything you do not fully understand.

## EVALUATION

There are four components in your final grade:

1. Contribution (based on in-class participation): In-class contribution will be graded objectively based on active participation in-class discussions, case studies, article discussions, and in-class exercises.

*What constitutes a contribution?*

- *Raising and answering substantive issues and questions*
- *Sharing relevant ideas, observations and personal experience*
- *Sharing analyses of class materials*
- *Generating potential solutions for problems*
- *Relating and synthesizing ideas of others so as to increase everyone's understanding of a concept, idea, etc.*
- *Pointing out relationships to earlier topics and discussions*
- *Helping others develop their views and ideas*

2. Individual Assignment: You will turn in one individual assignment. I will post the details of the assignment on the course website. The due date of this assignment is noted on the tentative course outline, at the end of the syllabus.
3. Exams: There will be two midterm exams and one final exam, each with multiple-choice questions. The midterm exams will take place during regular class hours at the regular class location. Your best midterm exam score will be used in calculating your final grade.

The midterms will cover the material indicated on the course schedule, including the videos we will watch on certain retailing topics. The final exam will be cumulative, but weighted heavily toward the material covered after the second midterm exam. All exams will be closed book and closed notes.

Exam dates are listed on the tentative course outline, at the end of this syllabus. NO "early" or "late" exams will be scheduled. A picture I.D. will be required to take all exams.

Every exam will require arithmetic calculations. You are therefore advised to bring a simple calculator with you. You will not be allowed to use any wireless communication device or its calculator function during an exam. **You cannot borrow a calculator from another classmate during the exam, either.**

4. Team Presentation: Groups of five or six students will be assigned the task of developing (and subsequently presenting) a presentation covering the major topics discussed in class, with respect to a major retailer. I need to know the members of each group by the end of class on January 18<sup>th</sup>, 2008. If you are not in a group by then, I will randomly assign you to a group with less than five or six members at the time.

A basic outline of the expected presentation will be provided to you. Your presentation should NOT exceed 18 minutes. You are expected to provide a hard copy of the PowerPoint

presentation to me before your presentation and prepare a two-page summary (or outline) to distribute to your classmates.

All group members are expected to participate fully in the presentation. To ensure this, we will use a 'Group Assessment Form', which is the last page of this syllabus. You have to complete and submit this form at the end of the presentation day. Based on your (or lack of) contribution (the average score of your peers' evaluations is a good measure to use to assess this), your individual final project grade may be adjusted. Remember, group presentation points make up 25% of your final grade.

## FINAL EXAM

The final exam will be given on April 28<sup>th</sup>, 2008 between 2:30 and 4:20 pm. The final exam serves to ensure that you have an adequate understanding of concepts and topics taught in this course. The final exam may include questions related to ALL concepts and topics covered in the course.

## GRADING

Your final course grade will be based on the following percentages for in-class contribution, individual assignment, team presentation, and exam scores:

	<b>Percent of Final Grade</b>	<b>Notes</b>
In-class contribution	5%	<b>Best midterm exam score will be used</b>
Individual assignment	10%	
Team presentation	25%	
Midterm exam 1	30%	
Midterm exam 2	30%	
Final	30%	
<b>Total</b>	<b>100%</b>	

I will use the categorization below in grading your work and in assigning your final grade for the course. Moreover, I reserve the right to grade any assignment, etc., in this class in a holistic fashion, thus overriding any grading scheme described in the syllabus or other handouts.

**A = Outstanding:** You consistently demonstrate a nuanced understanding of the class materials, are always prepared, engage in high quality participation, clearly understand the relevance and application of the discussed topics and issues, exhibit excellent team management abilities, turn in excellent quality work, etc.

**B = Above Average:** You consistently demonstrate above average understanding of materials, engage in participation that demonstrates regular preparation, work well in group, have good grasp of relevance and application of discussed topics and issues, turn in thoughtful, well prepared, and high quality work, etc. You might demonstrate intermittent "outstanding" work at times, but not in a consistent fashion.

**C = Average:** You demonstrate an average understanding of the materials, come to class and participate frequently, are usually prepared, get along in your group, provide a positive contribution to team assignments, and turn in work of professional quality.

**D = Below Average:** You do not fully understand the relevance and application of materials, miss class and fail to participate regularly, do not prepare for class regularly, do not get along in your group, do your share, but the quality may not meet the expectations of other group members, put together deliverables at the last minute, etc.

**F = Failure:** You have an inadequate understanding of some or all of the materials, miss class, do not participate, do not turn in all deliverables, and/or do not participate in achieving team objectives.

Consistent with these standards, letter grades will be assigned based on the plus/minus system (the schedule is in the table below). However, keep in mind that in determining final grades, I will consider your overall performance on course assignments, the consistency of your performance, and your performance relative to your fellow classmates. I therefore reserve the right to shift or “scale” final grades either up or down as I see fit.

Grade Point Scale	Letter Grade	Percentage in Course
4.0000	A	94 - 100%
3.6667	A-	90 - 93
3.3333	B+	87 - 89
3.0000	B	84 - 86
2.6667	B-	80 - 83
2.3333	C+	77 - 79
2.0000	C	74 - 76
1.6667	C-	70 - 73
1.0000	D	60 - 69
0.0000	F	< 60

## POLICIES

**Drinks and Food:** The School of Business Administration recently spent a significant amount of your money updating the classrooms. As such, library rules should be enforced. Only water will be allowed in plastic, screw-top containers. All other drinks require spill-proof containers. Food is not allowed.

**Classroom Etiquette:** All cellular phones and pagers should be placed on ‘mute’ or turned off. Be prepared to remain in the class for its duration as coming late or leaving early would disturb your classmates. Additionally, please be considerate of your fellow classmates and do not cause any distractions by socializing, reading newspapers or other actions that take away from the learning environment. If your disruption seriously distracts from the class discussion, you may be asked to leave. If you use a laptop in class, please don’t surf the Internet or engage in other non-class related activities. Finally, always be respectful of others’ (professor and students) opinions and comments in the class. Respect also extends beyond the classroom. The content of any e-mails, group meetings, etc., should be carefully thought out. So, once again, please be respectful of each other and the professor, including in your electronic transmittals. Remember, this is a formal business course and I expect you to conduct yourselves as business people both inside and outside of the classroom, including any correspondence. Any behavior deemed by the professor as unprofessional, disrespectful, or inappropriate may result in up to a 20% reduction in your final grade.

**Academic Integrity:** Academic dishonesty will not be tolerated. **If cheating, plagiarism, or academic dishonesty of any kind occurs, the offender will be automatically dismissed from the course with a failing grade.** Please refer to the UD academic dishonesty policy if you have questions regarding this matter. The UD policy is available in the University Bulletin or at <http://www.udayton.edu/~studev/studenthandbook> for downloading. The University Bulletin specifies what constitutes academic dishonesty, so I suggest that you read it. For example, beyond those types of dishonesty discussed in this section, academic dishonesty also involves enabling others to cheat. **That is, if you “lend an assignment” to someone, and they copy it all (or just portions of it), you will receive the same penalty as they do.** It doesn't matter if you tell them not to copy, if they do so anyway, you share liability with them.

Plagiarism, as defined in the academic dishonesty policy of the University, will be scrutinized on all student assignments. Note that using the exact words from an unquoted published work is within this definition. It also includes information from websites that is not properly cited. Make sure that if exact words are used, they are enclosed in quotation marks and the source is referenced. With regard to citing references that you have used within the body of your work, you must cite all sources. Anything that is cut and pasted should be included in quotes, and cited in your references section. Do not excessively use direct quotes, either. Be sure to paraphrase if direct quoting becomes excessive.

To sum up, be aware that UD's policy identifies unethical activity as any attempt by the student to obtain, *or to assist another student to obtain*, a grade higher than honestly earned. My expectation is that the students will neither participate in nor condone activities such as cheating or plagiarism. It is your responsibility to understand what constitutes a violation of this policy. By placing your name on exams and assignments and by consenting to have your work submitted to [www.turnitin.com](http://www.turnitin.com) by the instructor, you are affirming that the contents are your original work. Specifically, I may submit your paper for the Article Analysis assignment to the [turnitin.com](http://www.turnitin.com) service in order to prevent any unfair advantages being obtained by your fellow students who violate this policy. Failure to abide by these standards will result up to the penalties outlined by University policy.

**Announcements:** Important announcements will be made in class and posted on course web site. I will send a number of e-mails throughout the semester regarding the class. I will use the University's Lotus Notes e-mail system and the corresponding e-mail addresses for the members of the course. Consequently, it is your responsibility to check your Lotus Notes account for e-mails or forward those e-mails to your preferred e-mail account regarding the class materials.

**Final Grades:** Final course grades are FINAL. Changes will only be made if there is a mistake in the calculation of the final grade.

## **COURSE OUTLINE**

Course schedule is on the next two pages. Please note that every effort will be made to cover the assigned topics on the scheduled days. However, some modification can be expected based on class discussions, questions, etc.

## MKT 315-01 – TENTATIVE COURSE OUTLINE

Week	Class Date	Readings Assigned	Notes
1	January 9	-	Syllabus, Course Introduction, and the Wheel of Retailing
	January 11	Chp 1: Introduction to the World of Retailing	
2	January 16	Chp 2: Types of Retailers AND Article 1	
	January 18	Chp 3: Multichannel Retailing AND Article 2	
3	January 23	Chp 5: Retail Market Strategy	
	January 25	Chp 5 (cont'd.), Article 3, AND Chp 6: Financial Strategy	
4	January 30	Chp 6 (cont'd.) AND Chp 7: Retail Locations	
	February 1	Chp 7 (cont'd.)	
<b>5</b>	<b>February 6</b>	<b>Midterm Exam 1</b>	<b>Chapters 1, 2, 3, 5, 6, &amp; 7; Articles 1, 2, &amp; 3</b>
	February 8	Article 4 & 5 AND Case Study #1	
6	February 13	Chp 8: Retail Site Selection	
	February 15	Chp 10: Information Systems and Supply Chain Management AND Article 6	
7	February 20	Chp 10 (cont'd.)	
	February 22	Chp 11: Customer Relationship Management	
8	February 27	Chp 11 (cont'd.)	
	<b>February 29</b>	<b>NO CLASS - TEAM PRESENTATION WORK DAY</b>	
9	March 5	Chp 12: Managing Merchandise Assortments AND Article 7	
	March 7	Chp 12 (cont'd.)	
10	<b>March 12</b>	<b>Midterm Exam 2</b>	<b>Chapters 6, 7, 8, 10, 11, &amp; 12; Articles 4, 5, 6, &amp; 7</b>
	March 14	Chp 13: Merchandise Planning Systems	
<b>11</b>	<b>March 19 and 21</b>	<b>NO CLASS - MID-TERM BREAK</b>	

12	March 26	Chp 13 (cont'd.) AND Case Study #2	
	March 28	Chp 15: Retail Pricing	<b>Individual Assignment due by 5:00 pm</b>
13	April 2	Chp 15 (cont'd.) AND Article 8	
	April 4	Chp 16: Retail Communication Mix	
14	<b>April 9</b>	<b>NO CLASS - TEAM PRESENTATION WORK DAY</b>	
	April 11	Chp 16 (cont'd.) AND Article 9	
15	April 16	Chp 18: Store Layout, Design, and Visual Merchandising AND Article 10	
	April 18	Group Presentations	Groups 1, 2, and 3
16	April 23	Group Presentations (cont'd.)	Groups 4, 5, and 6
17	<b>April 28</b>	<b>Final Exam TIME: 2:30 to 4:20 pm</b>	<b>Cumulative, but weighted heavily on Chapters 11, 12, 13, 15, 16, &amp; 18</b>

# MKT 315: RETAIL MARKETING

Winter 2008, Section 01

## Confidential Team Assessment Form

Assessment Date: \_\_\_\_\_ Team Number: \_\_\_\_\_

Your Name: \_\_\_\_\_ Retailer Presented: \_\_\_\_\_

Please comment on each person's contribution to the team project. Indicate the mark you assign each person in the table provided below.

**“This person...**

- 00 ...didn't contribute at all; “who?”
- 10 ...showed up, but hardly said or did anything.”
- 20 ...participated sporadically in conversation; made no other contribution.”
- 30 ...took part in conversation regularly, but did not add significantly to the overall assignment.”
- 40 ...added occasional useful comments, but didn't do much else besides.”
- 50 ...added some useful comments and/or did his/her fair proportion of other work.”
- 60 ...made several useful comments and/or did slightly more than his/her fair proportion of work.”
- 70 ...brought in many ideas or made significant material contributions (e.g., content, structure, analysis, layout, etc.).”
- 80 ...did most of the work for the project, and/or made most of the insights and suggestions necessary to complete the project.”
- 90 ...did close to all the work necessary for the successful completion of this project.”

Team Member Name	Mark
#1 (myself) _____	_____
#2 _____	_____
#3 _____	_____
#4 _____	_____
#5 _____	_____
#6 _____	_____

**Please note the following:**

- This peer/self assessment form is due on the day of your team presentation. Please hand it to me, or slide it under my office door (Miriam Hall 703) before 5:00 pm.
- The information you provide on this form will remain confidential!