

GB 747, Retail Marketing and Channel Management

Loyola College in Maryland
Sellinger School of Business and Management
Mrs. Hope B. Corrigan, MS, MBA

Course Description

This course examines the strategic role of retailing in the distribution of consumer goods and services. Students learn why consumer insight and superior execution are critical factors for building retail brands that will be successful in the future. Key topics of the course include Retail Formats, Multichannel Retailing, Merchandise Assortment, Retail Locations, Supply Chain Management, Store Layout and Design, Retail Communication Mix, and Customer Service.

Case analysis is used to reinforce course topics and develop analytical skills by examining the retailing strategy of leaders in the industry such as Abercrombie & Fitch, Build-A-Bear, Circuit City, Costco, Giant Food, Home Depot, Kohl's, L.L. Bean, Men's Wearhouse, Nordstrom, Subway, Talbots, Target and Wal-Mart. This course utilizes a variety of learning tools including the text, site visits, lectures, written assignments, and exams. Class discussion of videos, exercises, and articles will support lecture materials and give students real-world examples.

Required Text

Levy, Michael and Barton A. Weitz. Retailing Management. 7th edition. Boston: Irwin McGraw-Hill, 2009.

Course Learning Objectives

1. Analyze the growing diversity of retail formats.
2. Examine opportunities and challenges that retailers face when interacting with customers through multiple channels.
3. Determine how consumers select a retailer when purchasing merchandise.
4. Investigate successful international retailing strategies used to enter new markets and build a sustainable competitive advantage.
5. Collect and analyze financial data that is used in retail decision-making and strategic planning.
6. Study how retailers are using technical innovations to improve operations and deliver value to their customers.
7. Enhance written and verbal communication skills via the various assignments.

Other Materials

A textbook used in the introductory level marketing course should be available as a resource to independently review basic marketing concepts as needed. Students are expected to have a copy of A Writer's Reference by Diana Hacker or similar guide to writing research papers, utilizing correct grammar, and footnoting sources with the accepted Modern Language Association format. Additional course materials and handouts will be either distributed in-class or posted on the electronic Blackboard.

Blackboard

The electronic Blackboard will be used frequently in this course. The professor will post PowerPoint lecture slides and other course materials. The professor will post weekly Announcements (usually on Sundays) on the class homepage that will include information to help students prepare for the class that week.

Marketing Tool Kit

The professor developed a Marketing Tool Kit that includes the major marketing tools that are taught in a basic level marketing course. The Tool Kit contains the types of data that students should know how to collect, analyze and present. The Tool Kit provides students with examples of the proper way to reference a variety of sources of information collected for an academic research paper including books, web pages, newspapers, company annual reports and government publications. A copy of the Tool Kit can be found on the electronic Blackboard.

Academic Honesty

Students are expected to maintain the highest standards of academic honesty. All students of the College are expected to understand the meaning of the Loyola College Honor code. Ignorance of the Code is not a valid reason for committing an act of academic dishonesty. The following will constitute violations of the Code: cheating, stealing, lying, plagiarism and the failure to report a violation. This Honor Code automatically binds all registered students. You will write and sign the honor pledge on all written work for this course:

“I understand and will uphold the ideals of academic honesty as stated in the Honor Code.”

Documenting Sources for an Academic Research Paper

As stated by Diana Hacker, the author of A Writer’s Reference, “In academic research papers and in any other writing that borrows information from sources, the borrowed information - quotations, summaries, paraphrases, and any other facts or ideas that are not common knowledge - must be documented.”¹ Be careful not to copy words or paraphrase thoughts from the text, readings, or other sources. Copying is **plagiarism and violates Loyola’s Honor Code**. If you do use words or paraphrase thoughts from readings, text or other sources, you must properly document and cite your source of information.

Use a writing style book, writers reference or a guide to writing research papers for specific guidelines for complete citations for books, articles, government publications, company annual reports, home pages, etc. As a general rule, provide as much information about the source as possible including author, editor, title, publication, publisher, date published, etc.

Course Requirements

*Standards for Student Writing*²

Business managers and educators agree that written and oral communication skills are necessary for business success. Written Assignments are designed to reinforce concepts learned in class and have students apply them to "real-world" situations.

Students are expected to write business English accurately and clearly. The writing standard for assignments is a maximum of one gross writing error per page of double-spaced typescript. Examples of gross errors are: improper punctuation; incorrect capitalization; mistaken tense; lack of paragraph structure; misspelled words; to confuse "its" and "it's"; to confuse plurals and possessives, "companies" versus "company's"; and so forth. Other common errors encountered

¹ Hacker, Diana. A Writer’s Reference. Fourth Edition. Boston: Bedford/St. Martins, 1999, p. 326.

² Kruegel, David. “Standards For Student Writing.” Prairie View A&M University, Available: <http://www.swcollege.com/marketing/gitm/gitm4e08-37.html>

are writing in the first person and using slang instead of business terminology. Slight differences of style, such as use or absence of commas in some instances, are not gross writing errors.

With modern word processors, attention to composition and careful proofreading, the suggested writing standards are not difficult to meet. Use a writer's reference or writing style guidebook for assistance with effective writing.

Written assignments are to be submitted with letter quality printing. Follow the guidelines for page length for each of the written assignments.

Please note: **No late assignments will be accepted.** If a student must miss class on the date an assignment is due, the student should proactively notify the professor (either during the prior class or via telephone) to make arrangements to hand in the assignment by the required due date.

Individual Assignments

Students in this graduate course will complete two individual assignments. The first assignment requires each student to create an original Retail Marketing Case that is due on October 4, 2007. Later in the semester, each student will present his or her case to the rest of the class as an interactive exercise.

The second assignment is a Site Visit Journal based on visits to the Giant Fresh Food Facility in Jessup, MD and General Growth Properties located at the mall in Columbia, MD. In the Site Visit Journal students will reflect on what was learned from the first-hand business call experience. This is an opportunity for each student to critically assess his or her participation in the site visits. The completed journal is due to the professor on November 1, 2007.

Take Home Exam

At the end of the semester, each student will turn in a "Comprehensive Evaluation of a Retailer" final exam. For this final you will either pick a retailer that you work for, a retailer that carries your company's merchandise or your favorite retailer.

This take home final exam is due to the professor on the last day of class. You are strongly encouraged to work on this comprehensive final each week to make progress on the questions as the material is covered to avoid an overwhelming workload at the end of the course.

The professor will be pleased to read the draft response to one of the assigned questions and give specific feedback any time prior to tenth week of the course.

Individual Attendance and Class Participation

You are expected to attend all classes. It is important for students to hear the lectures, watch the videos, engage in class discussions, ask questions, and contribute to in-class exercises. This is only possible if you are prepared for and attend class.

Your class participation grade will evaluate your professionalism and involvement in class discussions. Randomly, the professor will collect worksheets from the videos, articles, cases and in-class exercises to assess participation as well as observe how often you contribute to class discussions.

Grading

The breakdown of points to determine your grade is as follows:

<u>Grading</u>	<u>Points</u>	<u>Description</u>
Case Paper	150	5 to 10 pages including case write-up, discussion questions, teaching notes and sources
Case Presentation	100	15-minute interactive case presentation
Field Site Visit Journal	150	4 to 5 pages summarizing what was learned from the experiential business calls
Class Participation	250	Contribution to in-class discussions
Take Home Final Exam	<u>350</u>	Comprehensive evaluation of a retailer
Total	1,000	

Final grades will be given on the basis of the following final point totals:

A	930 points and above
A-	900 points and above
B+	870 points and above
B	830 points and above
B-	800 points and above
C+	770 points and above
C	730 points and above
C-	700 points and above
D+	670 points and above
D	630 points and above
F	Less than 630 points

Library Resources

Students are expected to be comfortable using secondary marketing resources (library databases and reference books) available at the Loyola Notre Dame Library to collect the information necessary to complete the course assignments. Many of the reading assignments require students to go to the library's business databases and search for a specific article.

Students should know how to search for company financial data, product information, economic indicators, competitive data, and consumer statistics. Students are expected to use a wide variety of sources in their research this semester including: company annual reports and homepages, trade journals, industry publications and associations, newspapers, magazines, government reports and statistics, economic indicators, financial data and reference material, books, and personal interviews.

Class Schedule

Date	Topic	Reading Assignments Chapters and Articles
1	Introductions - Instructor and Students Course Expectations and Syllabus Building Retail Brands to Drive Value - Video Introduction to the World of Retailing Wal-Mart - Case Analysis Handout Assignments and Final Exam Build-A-Bear - Video	Chapter 1 Retail Image - Handout
2	Multichannel Retailing Bring the textbook to class Discuss E-Commerce Sales Trends Segmentation of Online Customers - In-class Exercise Internet Shopping - Web Videos and Online Site	Chapter 3 Reading Assignment - USA Today article and Census data
3	Types of Retailers Discuss Franchises Store Choices - In-class Exercise Customer Buying Behavior Bring the textbook to class Discuss Geographic Classification of Customers Is Wal-Mart in Vogue? - Case Analysis	Chapter 2 NAICS codes - Handout Get Out and Do It - 6 Chapter 4 Get Out and Do It - 5
4	Site Visit Giant Fresh Food Facility 8580 Old Dorsey Run Road Jessup, MD 20794	Meet at this location at 6:15 p.m. Wear closed- toe shoes and bring a warm jacket.
5	Due - Individual Written Assignment - Original Case Retail Market Strategy Giant Food and Competitive Advantage - Case Analysis Financial Strategy Bring the textbook and a calculator to class Discuss Retail Performance Measures Circuit City - Case Analysis	Chapter 5 Chapter 6 Discussion Question - 1

Date	Topic	Reading Assignments Chapters and Articles
6	Retail Locations & Site Selection Bring the textbook to class Discussion Questions - In-class Exercise Site Unseen & Lifestyle Centers - Site Development Suburban Regional Malls - Video	Chapters 7 & 8
7	Site Visit General Growth Properties The Mall in Columbia 10300 Little Patuxent Parkway Columbia, Maryland 21044	Meet at this location at 6:15 p.m. The entrance is between Sears and Master Cuts.
8	Information Systems and Supply Chain Management Discuss Supplier Managed Inventory Optimizing the Value Chain - Video Retail Supply Chain Management Discuss Channels of Distribution for Diamonds Nature's Most Dazzling Creation - Video	Chapter 10 Minding the Store - Reading Assignment Diamonds: From Mine to Market - Reading Assignment
9	Due - Individual Written Assignment - Site Visit Journal Customer Relationship Management Bring the textbook to class CRM Discussion Questions - In-class Exercise Managing Merchandise Assortments Discuss Planning and Managing Merchandise Men's Wearhouse - Case Analysis	Chapter 11 Chapter 12 Discussion Questions
10	Merchandise Planning Systems Discuss Merchandise Performance Low-carb trend - Case Analysis Buying Merchandise Is the Price Right? - In-class Exercise Changing the Face of Private Labels - Case Analysis	Chapter 13 Key Terms & Discussion Questions 6, 9 -11 Chapter 14 Store Brands Today - Handout

Date	Topic	Reading Assignments Chapters and Articles
11	Retail Pricing Discuss High/Low Pricing, EDLP and Market Basket of Goods Factors in Pricing - Video How Much for a Good Smell? - Case Analysis Holiday Sales	Chapter 15 Talbots and Wal-Mart - Reading Assignments Get Out and Do It - 6
12	Course Evaluations Human Resource Management Ethical Hiring Decisions - In-class Debate Retail Communication Mix Discuss In-store Advertising Brand Associations - In-class Exercise Retailing in Europe - Video	Study Guide - Handout Hiring for Looks - Reading Assignment Chapter 16 In-store Advertising - Reading Assignment Media Comparison - Handout
13	Due - Case Presentations from Students	
14	Store Layout, Design and Visual Merchandising Course Evaluations Discuss Mature Approach to Store Design Supermarket Persuasion - Video Customer Service Discuss Service Quality FISH - Video	Chapter 18 Mature Approach to Store Design - Reading Assignment Elements of Store Atmosphere - Handout Chapter 19 Lessons from Nordstrom - Handout Discussion Questions - 1, 6 & 10
15	Due - Take Home Final Exam	