

**RETAIL MANAGEMENT AND TECHNOLOGY
MARKETING 465
Spring, 2008**

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OFFICE HOURS: Tuesday and Thursday 10:45-11:15, 12:30-2:00,
and by appointment

COURSE WEBSITE: <http://spark.oit.umass.edu>

TEXTBOOK: Levy and Weitz, *Retailing Management*,
McGraw Hill, 6th edition, 2007

ONLINE LEARNING TOOLS:

TEXT WEB SITE: <http://www.mhhe.com/levy6e>

LIBRARY RESOURCES:
<http://library.umass.edu/subject/business>

COURSE OVERVIEW AND OBJECTIVES:

Retailing is a dynamic and ever changing industry. We see significant growth in the industry here and abroad, the emergence of electronic retailing, mergers and acquisitions, new technologies that affect how merchandise may be sold and managed, and new types of retailing establishments. This course is designed to keep you abreast of these changes and give you exposure to the types of decisions facing traditional retail buyers, managers, and owners as well as electronic retailers. You will gain an understanding of retailing trends, technology in the industry, merchandise planning and management, pricing, location, promotional strategies, human resource management, store design and layout, customer service, and the international movement of retailers.

As a potential marketing manager, this course will give you insight into the retailing environment of which you will be a part and allow you to make informed decisions in your interaction with retailers. The course also provides a good foundation for those interested in owning or running a small retail business or those interested in pursuing a retail career as a merchandise buyer or store manager.

Guest speakers will be featured throughout the semester. They will address topic areas in the syllabus relative to their organization's strategies in addition to highlighting career opportunities available. The companies they represent tend to recruit in our Chase Career Center. Speakers may be alumni and appreciate the opportunity to share their expertise with you and help you consider your career options. The material discussed in these

presentations is valuable and will be incorporated into the exams. Attendance is strongly encouraged.

CAREER PATHS:

Two of the most common career paths in retailing are in merchandise buying and store management. Merchandise buyers are responsible for managing a budget, planning and securing the merchandise assortment, negotiating with vendors, analyzing sales results, managing markdowns, overseeing promotional materials and advertising, and supervising in-store displays. Store managers and department managers work with buyers to implement merchandising strategies and manage merchandise displays. They are also responsible for hiring and training personnel and implementing a solid customer service program. New college graduates are recruited for executive training programs in each of these two career paths and the potential for advancement is notable. You may also be interested in pursuing opportunities in electronic retailing either by joining a new startup company or considering a new web-based business of your own!

GRADING:

Three exams will be given throughout the semester covering the assigned chapters in the textbook, handouts, assignments and class discussion. Exams can include essay type questions, problems, and multiple choice questions. Each exam is worth 20% of your final grade. Should you miss an exam for any reason, a makeup exam will be given covering material from that exam during the final exam period. Travel plans should be scheduled after finals week and will not be accepted as an excuse for an alternative makeup time.

A semester project will be assigned that can be completed on an individual basis or with a partner. A brief presentation of this project will be done at the end of the semester. Short assignments will be given during the semester to complement class discussions. Further details for the assignments will be forthcoming. The assignments and your contribution to class discussions will comprise the remaining 40% of your grade. Class attendance is weighted into your class participation grade – after all, you can't participate if you aren't in class. An attendance sheet will be circulated in class and it is your responsibility to sign it each day. You are also responsible for announcements made in class regarding assignments or changes to this syllabus.

Weighting of Course Components

Exam 1	20%
Exam 2	20%
Exam 3	20%
Semester Project	20%
Short Assignments	10%
Class Participation	10%

SEMESTER SCHEDULE

<i>Week</i>	<i>Day</i>	<i>Date</i>	<i>Topic</i>	<i>Chapters/Assignments</i>
1	T	1/29	Introduction	Ch. 1
	TH	1/31	Customer Service and Relationship Retailing	Ch. 19
2	T	2/5	Strategic Planning	Ch. 5
	TH	2/7	Retail Structure and Institutional Change	Chs. 2, 3
3	T	2/12	Guest Speaker	
	TH	2/14	Financial and Operational Decisions	Ch. 6
4	T	2/19	Monday Class Schedule	
	TH	2/21	Financial Strategy (cont.)	
5	T	2/26	EXAM 1	Chs. 1-3, 5, 6, 19
	TH	2/28	Trading Area Analysis and Site Selection	Chs. 7, 8
6	T	3/4	Human Resource Management	Ch. 9
	TH	3/6	Information Systems and Supply Chain Mgt. Retailing Technology and the Internet	Chs. 10, 11
7	T	3/11	Merchandise Planning and Management	Ch. 12
	TH	3/13	Merchandise Planning (cont.)	Chs. 13, 15

Spring Break – March 18th and 20th

8	T	3/25	“ “	
	TH	3/27	EXAM 2	Chs. 7-14
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9	T	4/1	Understanding the Retail Consumer	Ch. 4
	TH	4/3	Pricing Strategy	Ch. 15
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10	T	4/8	Pricing (cont.)	
	TH	4/10	Promotional Strategy	Ch. 16
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11	T	4/15	Guest Speaker	
	TH	4/17	Store Management	Ch. 17
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12	T	4/22	Retail Image	Ch. 18
	TH	4/24	Retailing in a Global Economy	
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13	T	4/29	Review	
	TH	5/1	EXAM 3	Chs. 4, 15-18
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14	T	5/6	Presentations	
	TH	5/8	Presentations	
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15	T	5/13	Presentations and Wrapup	Final Assignment Due