

MAR3231
Introduction to Retail Systems and Management
Summer 2009
Tuesdays & Thursdays, Periods 5 and 6
(2:00-3:15, 3:30-4:45)

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Office Hours: Very Flexible

Course Objectives:

Students will become familiar with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry, 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. The course includes hearing from retail executives who will bring their experiences into the classroom. You will enjoy our line up.

Required Course Material:

Michael Levy and Barton Weitz, Retail Management, 6th Edition

Accommodations for Students with Disabilities:

Students requesting classroom accommodation must first register with the dean of Students Office. The dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Class Requirements:

Each student will be responsible to be in class or watch each lecture. The in-class section will be required to attend each class and will not have access to the lectures on line. You are responsible for everything we talk about in class whether it is in the book, on a video or from a speaker's presentation. Please be on time for each class. Many of the speakers I have planned to make presentations will be traveling from their offices, many from out of state, so please show them the respect they deserve by being punctual.

Participation:

To receive the full 10% in participation, each student will be required to ask question(s) to at least 5 different speakers. Questions can apply to speakers in class or speakers of store tours. More than one question per speaker may be asked, but is not required. Please submit your question thru the class website no later than 5:00 p.m. on the evening prior to the speaker or tour. Questions emailed after this deadline will not be accepted. You will receive credit for the question even if it is not asked. This may occur for instance if the question is actually answered within the speaker's presentation. Questions

may be forwarded to the website in advance. Please review the speaker's bio and take a look at their company website for information to assist you in developing your questions.

Make-up Exams:

Make-up exams are only considered if there has been a valid and documented family or medical emergency.

Course Grade:

Exam 1 30%
 Exam 2 30%
 Exam 3 30%
 Participation: 10%
 Total: 100%

Grading Scale:

A 4.0 90
 A- 3.67 87
 B+ 3.33 83
 B 3.0 80
 B- 2.67 77
 C+ 2.33 73
 C 2.0 70
 C- 1.67 67
 D+ 1.33 63
 D 1.0 60
 D- .67 57

Let's Have Fun:

The retail industry is an exciting, dynamic and ever changing business. As a consumer, you are exposed to a retail environment almost daily. You will be introduced to retailing concepts and principles enabling you to become a more educated consumer. Perhaps you may be thinking about a career in retailing. You will enjoy the information presented and hearing from retail executives who will share their experiences and expertise. Be prepared to learn, laugh and have some fun!

Course Schedule
 Updated 3/23/09

Date	Lecture/Topic	Speaker
Tuesday, May 12	Introductions to class Review Syllabus Review Speaker List Review Class Schedule	

	Exam Dates Expectations Extra Credit Opportunities Retail Center Overview	
Thursday, May 14	Introduction To The World of Retailing Chapter 1	Tracy Abbot, Brown Shoe Company
Tuesday, May 19	Types of Retailers – Part I Chapter 2	Kristina Landis, Director, Training and Development- Store Operations, Family Dollar
Thursday, May 21	Types of Retailers – Part II Chapter 2	Jeff Ouellette, Store Manager, Dillard’s
Tuesday, May 26	Multi Channel Retailing Chapter 3	Colleen Oles, Campus Recruiter, Target
Thursday, May 28	Customer Buying Chapter 4	Jade Bunke, Chief Executive Officer, Think Institute
Tuesday, June 2	Retail Strategy/Retail Finance Chapter 5 & 6	Marge Engstrom, Retail Finance
Thursday, June 4	Exam 1 – Chapters 1 - 6	
Tuesday, June 9	Tour of UF Bookstore (Please meet at the bookstore entrance in the food court located in the Reitz Union)	Lynne Vaughan, Director, University of Florida Bookstores
Thursday, June 11	Retail Locations – Part I Chapters 7 & 8	Winn Dixie “Disaster Preparedness in Business” Shawn Sloan, VP Operations Joey Madina, RVP, New Orleans
Tuesday, June 16	Retail Locations – Part II Chapters 7 & 8	Debbie Harvey, President & Chief Operating Officer, Ron Jon Surf Shop
Thursday, June 18	Tour of Nordstrom Distribution Center in Gainesville. Students to meet at 11:45 at the distribution center: 5497 NE 49 th Avenue Gainesville, 352-384-2100. Students attending must wear CLOSED TOED SHOES. Chapter 10	Pascale Spears, Building Manager

June 22 – June 26 – Summer Break -	No classes	
Tuesday, June 30	Themed Retail Entertainment in Retailing	Dick’s Sporting Goods
Thursday, July 2	No class - Holiday	
Tuesday, July 7	Buying and Planning – Chapters 12 - 14	Tom Strubel, Strategic Solution Specialist, Value Chain Planning, Oracle
Thursday, July 9	Exam 2 – Chapters 7 - 14	
Tuesday, July 14	Tour of Retail Store Chapter 17	JCPenney with Scott Boyer, Store Manager – Oaks Mall
Thursday, July 16	Retail Holiday Season	Jarin Pepper, Recruiting and Retention Manager BSRO Southeast Zone
Tuesday, July 21	Store Layout & Design – Chapter 18 Design Awards from Chain Store Age Magazine	Keith Curtis, Vice President Design, Miller Zell
Thursday, July 23	RFID/History of Shopping Cart	Steve Jamieson, General Manager, Mall At Millenia
Tuesday, July 28	Exam III	