2012

330-41 Retail Management

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Syllabus MKTG 330: Retail Management

Summer 2012

D. Mary Walker; 302 Smith (x2980); walkerm@xavier.edu : best way to reach me outside of class

Williams College of Business Mission Statement:

“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

Academic Policies: Will be consistent with Student Handbook.

Course Objectives:

To provide a foundation on the role of marketing in To provide a foundation for further study in marketing

To familiarize students with retailing concepts and their application in business

To provide students with knowledge on how the internet has changed retailing models

To help students develop strategic retail thinking

To help students appreciate the multi-faceted, nature of retailing today

Text:

Retail Management Custom Text or any version of Levy Weitz Retailing text book, Retail Management

Power point notes will be posted on Blackboard. It is your responsibility to print out and bring to class.

Evaluation:

Exam 1 = 25%

Exam 2 = 25%

Retailer project = 25%

E-commerce Project = 20%

Participation = 5% (based on active meaning full participation; if you are not there or late or leave early you are unable to participate!)

Total 100%
Final grades will be calculated as follows:

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<tr>
<th>Grade</th>
<th>Minimum Score</th>
<th>Maximum Score</th>
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<tbody>
<tr>
<td>A</td>
<td>93 –100.0%</td>
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<tr>
<td>A-</td>
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<td>F</td>
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Grades will not be curved during the semester. I reserve the right to curve at the end of the semester. Curving cannot result in a lower grade.

Retailer Analysis Group Project (10 pages):

Choose a retailer that has both an in store (brick) and on line presence (click).

Identify the corporation that owns the retailer, the retailers mission statement, target market, positioning strategy.

Discuss how this retailer implements product, price, place, promotion, and presentation and personnel decisions? How about services that this retailer offers? Are these consistent with the retailer’s strategy (and target market expectations)?

What macro environmental issues does this retailer need to be concerned about?


How does this retailer demonstrate that they are a good corporate citizen?

Critical Analysis: The last part of your paper will be a critical analysis that will assess the retailers effectiveness based on the information covered in the class. What indicators do you find that this retailer is doing well or perhaps doing poorly? What does this retailer need to do to remain effective or to be more effective in the market place? Etc...

Retail choice must be approved by Dr. Walker

Deliverables: Written paper with references; presentation to the class; an electronic copy of the paper and the power point presentation that must be emailed to Dr. Walker no later than the evening before the presentation.
**The Final Paper:** The paper must be a critical analysis. Even the #1 retailer has room for improvement. This is an opportunity to apply what you have learned during the semester. Telling me that everything is just fine is unacceptable!

**Evaluation:** A final paper and presentation are both required. Your final paper will include a cover page that includes the title of your project, group member’s names in alphabetical order and the date. Each group member will sign his/her name on the cover as a sign off on the report and its contents.

Following the title page the paper should be start with a page titled EXECUTIVE SUMMARY and should start with a clear statement of your groups topic (2 to 3 sentences), followed by a “Highlight of Findings” which will be in bulleted format, highlighting 4 – 8 major findings and a “Key Recommendations” followed by bullets which clearly state your recommendations for this brand.

The body of the paper should then follow (about 10 pages). Here is where you will present your detailed findings in a systematic and organized way. It is recommended that you use sub-heads to keep your topics organized.

Each group will share their findings in class. This should not be a rehash of your paper, but focus on the most interesting aspects of your findings.

All work must be sited and a reference page included. The paper should be grammatically correct, punctuated and proofed. It should read as one paper from the team’s perspective. A peer evaluation will be part of determining an individual student’s final grade.
Group Project: Ecommerce

Ecommerce Presentations: These topics are designed as a starting point to get you to explore in detail some of the trends going on in ecommerce. Each group of two students is responsible for a detailed power point presentation that is populated with examples. Additionally the last page of your power point should be reference page where all work is cited.

1. Ecommerce and Mobile Marketing: What are the trends? What are the issues? What’s working and what’s not working? Provide examples of retailers that are doing this well. What makes a good mobile app?

2. Ecommerce and Social Media: What are the trends? What are the issues? Provide examples of companies that are doing this well. What makes a good social media site for retailers?

3. What are the trends in ecommerce? Who is buying? What are people buying? How big is the ecommerce market in the United States? What is the growth rate (or decline)? How are brick and mortar retailers integrating their ecommerce sites with their stores?

4. How has reality TV played a role in retailing? What are the shows? What retailers have gotten involved? How are retailers integrating the shows into their stores? Have these shows successful in driving retail business?

5. How is technology (other than social media) helping retailers be more effective online? What are examples of retailers that are using these trends effectively to merchandise sell and provide service online, etc? What are the issues and concerns to a retailer?
Tentative Outline of Class (Responsibility of students to keep up with changes)

Week 1: May 14th
Introduction to retailing and retail strategy
Chapters 1, 2, 3, 4
Assignment of project

Week 2: May 21st
Location and Customer Relationship Management
Chapters 5, 6, 7

Week 3: May 28th
Monday: Memorial Day no class
Retail project work and review for midterm
Midterm Wednesday May 30th

Week 4: June 4th
E-Commerce Presentations (Monday, June 4th)
Merchandise planning and buying and pricing
Chapters 8, 9, 10

Week 5: June 11th
Retail Communication, Store layout and design; merchandising
Chapters 12, 13, 14

Week 6: June 18th
Project presentations
Review for Final Exam
Final Exam