Course Syllabus
MKTG 3320-001 – Retailing Management
Fall Term, 2015, T, 7:10pm – 10:10pm
3.0 Credit Hours, Room 125

(Last updated: 8/23/2015)

Instructor: Dale F. Kehr
Phone: 901-678-4936 (please leave phone number and best time to call back)
E-mail: dalekehr@memphis.edu (preferred contact method)
Office: Room 210, FCB
Office Hours: TR 9:10am – 9:40am, 11:05am – 11:35am, T 6:10pm – 7:10pm or by appointment

Course Overview (Description):
Changing concepts of retailing from management viewpoint; principles that underlie successful operation of enterprises distributing products and services to ultimate consumers.

Pre-Requisites/Co-Requisites: MKTG 3010 Principles of Marketing
Students must have earned a minimum of 45 credit hours and have met specific course prerequisites with a minimum grade of “C” to be eligible for all 3000 and 4000 level courses. In addition to these requirements, students seeking a degree in the Fogelman College of Business and Economics must have (1) completed all required lower division business courses with a minimum grade of “C” in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) 45 hours of course work including MATH 1830 or 1910, COMM 2381 and 9 hours of English (See B.B.A. Degree Requirements-General Requirements).

WARNING: A prerequisite and upper division check will be done once the first class roll has been issued. If you have not met the requirements, you are responsible to correct the situation during the official add period. If you have not met these requirements and have not corrected this situation, you may be administratively dropped from this course once the check is completed which probably will not be completed until after the add period is over.

Required Texts (and Related Materials):
Recommended Texts (and Related Materials): None

Location of Course Materials: University Bookstore or Tiger Bookstore

Course Objectives:
Introduce students to the understanding of the world of retailing including different retail strategies involving merchandise and store management.

Course Learning Objectives:
1. Have a basic understanding of the world of retailing.
2. Have a basic understanding of the different retail strategies.
3. Have a basic understanding of merchandise management.
4. Have a basic understanding of store management.

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program.
BBA http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Fogelman College: Code of Professionalism for Students

Fogelman College: Code of Professionalism for Faculty and Graduate Assistants

Fogelman College: Code of Professionalism for Staff

On April 15, 2010, Fogelman College unveiled three separate Codes of Professionalism for students, faculty and graduate assistants, and staff to strive to conduct daily behavior.
http://www.memphis.edu/fcbe/students/code_of_professionalism.php

Fogelman College: Four-Cs Initiative Program

The program consists of communication, creativity, critical thinking, and emotional control to allow students to put critical business skills into practice and is incorporated throughout this course. The Four Cs Initiative Program equips students with the skills and confidence needed to excel in their business careers.
http://www.memphis.edu/fcbe/pdfs/4Cs.pdf

Course Methodology:
The course will be conducted in a lecture discussion format supplemented with video presentations, guest speakers, case analysis, and individual current retailing presentations. The course will include retailing knowledge, comprehension, and application.

Professor's Expectations:
In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and participating.
**Student's Expectations:**
In my role as your instructor, there are certain things you can expect: well organized and engaging learning experience, response to emails and feedback on all work submitted within a timely manner.

**Grading and Evaluation Criteria**
Over the semester, you will have a variety of opportunities to earn points toward your final (overall) letter grade in this course. Your overall grade for the semester is based on how well you perform on these exams, case, presentation, and other classroom projects.

**Course Topics**
The following topics will be covered:
1. Introduction to the World of Retailing
2. Types of Retailers
3. Multichannel Retailing
4. Consumer Buyer Behavior
5. Retail Market Strategy
6. Retail Location
7. Retail Site Location
8. Information Systems and Supply Chain Management
9. Managing the Merchandise Planning Process
10. Buying Merchandise
11. Retail Pricing
12. Retail Communication Mix
13. Managing the Store
15. Customer Service
16. Customer Relationship Management

**Summary of Grading:**

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Class Exams (100 points each)</td>
<td>400 Points</td>
<td>80%</td>
</tr>
<tr>
<td>1 Retail Presentation</td>
<td>50 Points</td>
<td>10%</td>
</tr>
<tr>
<td>1 Retail Case</td>
<td>50 Points</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>500 Points</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Classroom Projects will be extra points for those that submit the project that period.)

**Final Course Grades**
Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>450-500 Points</td>
<td>A</td>
</tr>
<tr>
<td>400-449 Points</td>
<td>B</td>
</tr>
<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
</tbody>
</table>
Final Exam Schedule

If a final exam for this class is given, it will be scheduled according to the Registrar's academic calendar website.

List of Formal Assessed Activities

**Exams** – Four exams will be given that test student knowledge, comprehension, and application of the required text and class information. The exams can be composed of multiple choice, true/false, short answer and/or essay questions.

**Retail Presentation** - A power point presentation to the class about any retail management function, activity, or strategy regarding a topic of your choice using three or more outside sources other than the textbook (please no newspaper articles) OR present the findings of an article from the *Journal of Retailing*. Both require a maximum two page summary write-up with a list of sources used submitted prior to class presentation. Please attach a copy of your power point slides to the end of your write-up. Grading will be based on the following Retail Presentation Evaluation Criteria. Late presentations will be deducted 5 points for each day late after the day of presentation plus one. Also, if the presentation is not presented in class the grade is ZERO.

**Retail Case**: Write-up one case of your choice from the cases listed on the course outline and calendar. A minimum two page problem solving summary case write-up is required incorporating Retail knowledge from the text into the case and is due the day that the case is assigned on the course outline and calendar. Grading will be based on the following Retailing Case Evaluation Criteria. Late case write-ups will be deducted 5 points for each class period late or you can pick another case in the future.

**List of Cases**: Can be found in the Schedule of Activities

Course/Class Policies

**E-courseware:**
Only the content and grade book area will be used for the syllabus, course resources and course materials.

**E-Mail:**
The university e-mail addresses should be used for all e-mail correspondence.

**Attendance:**
Attendance will not be taken nor used in grading, but is necessary as all class information, including outside presentations, information, and material only presented in class will be subjected to be included on any quiz or exam.
Reporting Illness or Absence:
Since attendance is not taken, there is not any need to report illness or absence.

Participation:
It is essential that course material is read before class with preparation completed to participate in active discussion of the topic.

Classroom or Online Behavior:

*Please-no beepers, pagers, cell phones, web surfing, game playing, emailing, texting, food, etc. during class time.*

Grading:
The plus/minus system will NOT be used and grades cannot be given by the phone, email, or text messaging.

Exams:
Not all exam text material will be covered in class and once a finished exam has been turned in, no other exams will be given out. Exams cannot be taken early.

Makeup:
There will not be any makeup for missed unannounced quizzes or any makeup for missed exams other than listed in the Course Outline & Calendar. Makeup exam grading will not be subject to received extra points, if any were given.

Late Assignments:
The last day to submit material for grading is the last class period prior to the University study day.

Special or Extra Credit:
There will not be any special or extra assignments given to any student to improve their grade unless given to the entire class.

Academic Integrity:
All students are expected to abide by the code of student conduct and disciplinary procedures of the University of Memphis Classroom Misconduct and Academic Misconduct Sections in the Student Handbook, the FCBE Standard for Academic Integrity ([www.memphis.edu/fcbe/integrity/](http://www.memphis.edu/fcbe/integrity/)) and follow the behavioral guidelines of the Fogelman Code of Professionalism for Students. *(Please note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ [Office of Student Conduct website](http://www.memphis.edu/studentconduct/).)*

Grade Questions:
If you would like to ask any question about any of your grading, please check during the semester and before final exam week.
Adding/Dropping:
If necessary to add/drop this course, please refer to the university registrar for dates and information.

Inclement Weather:
Only official university closings (for example, inclement weather) will deadline extensions be extended.

Syllabus Changes:
The instructor reserves the right to change the course syllabus as circumstances may require and any changes will be announced in class, if sufficient notice is possible. All students are responsible for obtaining this information. If necessary to email the class, your University e-mail account address will be used.

Student Services
Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

Schedule of Activities

Course Outline & Calendar for Retailing Management (MKTG 3320-001)

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 25</td>
<td>T</td>
<td>Course Introduction</td>
<td>Syllabus Review</td>
</tr>
<tr>
<td>Sep  1</td>
<td>T</td>
<td>Intro to World of Retailing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Types of Retailers</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Sep  8</td>
<td>T</td>
<td>Multichannel Retailing</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Customer Buying Behavior</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Sep 15</td>
<td>T</td>
<td>Case #2 Tractor Supply</td>
<td>Exam One</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case #1 Build-a-Bear</td>
<td>Chapters 1, 2, 3, &amp; 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case #3 Staples</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case #8 Diamonds from Mine to Market</td>
<td></td>
</tr>
<tr>
<td>Sep 22</td>
<td>T</td>
<td>Retail Market Strategy</td>
<td>Chapter 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retail Location</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Sep 29</td>
<td>T</td>
<td>Retail Site Location</td>
<td>Chapter 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Information Systems &amp; SCM</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>Oct  6</td>
<td>T</td>
<td>Case #9 Starbucks</td>
<td></td>
</tr>
</tbody>
</table>
Case #12 Choosing a Store Location
Case #13 Hutch: Locating a New Store
Case #10 Walmart

Exam Two
Chapters 5, 7, 8 & 10

Oct 13 T Fall Break  No Class
Oct 20 T Merchandise Planning Process  Chapter 12
          Buying Merchandise  Chapter 13
Oct 27 T Retail Pricing  Chapter 14
          Retail Communication Mix  Chapter 15

Nov 3 T Case #19 Developing an Assortment Plan
       Case #20 Preparing a Merchandise Budget Plan
       Case #25 How Much for a Good Smell
       Case #26 Promoting a Sale

Exam Three  Chapters 12, 13, 14, & 15

Nov 10 T Managing the Store  Chapter 16
          Store Layout, Design, Visual Merchandise  Chapter 17
Nov 17 T Customer Service  Chapter 18
          Customer Relationship Management  Chapter 11

Nov 24 T Case #29 Diamond in the Rough
       Case #33 Building the Apple Store
       Case #32 Zip Car
       Case #31 Nordstrom

Make up Exam 1, 2 OR 3

Dec 1 T Exam Four  Chapters 16, 17, 18, & 11
Dec 3 R Study Day
Dec 8 T Make up Exam 4  7PM – 9PM

Course Sign Up Forms:

The Retail Presentation Schedule Dates & Sign Up:

Sep 8 T  RP ________________________________
          RP ________________________________
          RP ________________________________
          RP ________________________________
          RP ________________________________
          RP ________________________________
          RP ________________________________
          RP ________________________________

Sep 15 T  Exam One

Sep 22 T  RP ________________________________
Sep 29 T
Exam Two

Oct 6 T
Exam Two

Oct 13 T
Fall Break

Oct 20 T
Exam Three

Oct 27 T
Exam Three

Nov 3 T
Exam Three

Nov 10 T
RP
### The Retail Case Schedule Dates & Sign Up:

(Every student will write up one case of choice.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 15</td>
<td>T</td>
<td>2 Tractor Supply</td>
</tr>
<tr>
<td>Sep 15</td>
<td>T</td>
<td>1 Build-a-Bear</td>
</tr>
<tr>
<td>Sep 15</td>
<td>T</td>
<td>3 Staples</td>
</tr>
<tr>
<td>Sep 15</td>
<td>T</td>
<td>8 Diamonds from Mine to Market</td>
</tr>
<tr>
<td>Sep 15</td>
<td>T</td>
<td>Exam One</td>
</tr>
<tr>
<td>Oct 6</td>
<td>T</td>
<td>9 Starbucks</td>
</tr>
<tr>
<td>Oct 6</td>
<td>T</td>
<td>12 Choosing a Store Location</td>
</tr>
<tr>
<td>Oct 6</td>
<td>T</td>
<td>13 Hutch: Locating a New Store</td>
</tr>
<tr>
<td>Oct 6</td>
<td>T</td>
<td>10 Walmart</td>
</tr>
<tr>
<td>Oct 6</td>
<td>T</td>
<td>Exam Two</td>
</tr>
<tr>
<td>Oct 13</td>
<td>T</td>
<td>Fall Break</td>
</tr>
<tr>
<td>Nov 3</td>
<td>T</td>
<td>19 Developing an Assortment Plan for Hughes</td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>Nov 3</td>
<td>T</td>
<td>Case: 20 Preparing a Merchandise Budget Plan</td>
</tr>
<tr>
<td>Nov 3</td>
<td>T</td>
<td>Case: 25 How Much for a Good Smell</td>
</tr>
<tr>
<td>Nov 3</td>
<td>T</td>
<td>Case: 26 Promoting a Sale</td>
</tr>
<tr>
<td>Nov 3</td>
<td>T</td>
<td>Exam Three</td>
</tr>
<tr>
<td>Nov 24</td>
<td>T</td>
<td>Case: 29 Diamond in the Rough</td>
</tr>
<tr>
<td>Nov 24</td>
<td>T</td>
<td>Case: 33 Building the Apple Store</td>
</tr>
<tr>
<td>Nov 24</td>
<td>T</td>
<td>Case: 32 Zip Car</td>
</tr>
<tr>
<td>Nov 24</td>
<td>T</td>
<td>Case: 31 Nordstrom</td>
</tr>
<tr>
<td>Nov 24</td>
<td>T</td>
<td>Make up Exam 1, 2, or 3 Exam 4</td>
</tr>
<tr>
<td>Dec 1</td>
<td>T</td>
<td>Make up Exam Four 7pm – 9pm</td>
</tr>
<tr>
<td>Dec 3</td>
<td>R</td>
<td>University Study Day</td>
</tr>
<tr>
<td>Dec 8</td>
<td>T</td>
<td>Make up Exam Four 7pm – 9pm</td>
</tr>
</tbody>
</table>

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**Course Grading Forms:**

**Retail Presentation:**

**MKTG 3320-001 – Retailing Management**

**Fall, 2015**

**3.0 Credit Hours, Room 125**

**Date:_____________________Student:___________________________________________**

**Retail Presentation:** A power point presentation to the class about any retail management function, activity, or strategy regarding a topic of your choice using three or more outside sources other than the textbook (please no newspaper articles) OR present the findings of an article from the *Journal of Retailing*. Both require a maximum two page summary write-up with a list of sources used submitted prior to class presentation. Please attach a copy of your power point slides to the end of your write-up. Grading will be based on the following Retail Presentation Evaluation Criteria.

Late presentations will be deducted 5 points for each day late after the day of presentation plus one. Also, if the presentation is not presented in class the grade is ZERO.

**50 Point Retail Presentation Evaluation Criteria**

(Score: 1=poor, 5=excellent)

1. Appropriate Retail Topic  \[____5______\]
2. Comprehensive, covered all situations  \[____5______\]
Retail Case

MKTG 3320-001 – Retailing Management
Fall Term, 2015
3.0 Credit Hours, Room 125

Date:________________  Student:__________________________________

CASE:_________________________________________

Retail Case: Write-up one case of your choice from the cases listed on the course outline and calendar. A minimum two page problem solving summary case write-up is required incorporating Retail knowledge from the text into the case and is due the day that the case is assigned on the course outline and calendar. Grading will be based on the following Retailing Case Evaluation Criteria.

Late case write-ups will be deducted 5 points for each class period late or you can pick another case in the future.

50 Point Retailing Case Write-up Evaluation Criteria
(Score: 1=poor, 5=excellent)

1. Introductory situation background summary  ____5____
2. Main problem and/or various concerns, issues  ____5____
3. Appropriate course of action (s)  ____5____
4. Explanation of recommendation(s)  
   5

5. Successfully incorporated Retail knowledge  
   5

6. Supporting page # of text reference material  
   5

7. Successful case analysis  
   5

8. Comprehensive, covered all conditions  
   5

9. Well organized write-up (structure/flow/logic)  
   5

10. Overall quality of Write-up  
    5

Total: 50