

Exploring The World of Retailing

There are thousands of things written daily about the world of retailing. If you have a favorite retail chain, focus on it and its competitors. If not, go to the back of your text and skim the cases there. They are short and interesting. You can focus on one or more of the retailers in the cases, in the videos that I've linked to in the document at the bottom of the Blackboard Home Page, any other retailer discussed in Mkt321, or things going on in the world of retailing in general.

NRF is the National Retail Federation. It is the best source on the planet for all things retail (daily). NRN is the Nation's Restaurant News (same thing for the restaurant industry). Each provides free daily electronic newsletters.. They provide a great read and will tell you really interesting things about the world of retailing.

For this first assignment, you can use the NRF Smartbrief or NRN, Google, individual company websites, or other sources to write up and send in to me a three-page double-spaced paper:

- (1) about cool things that are going on in the world of retailing in general (you can review several different articles in short paragraph summaries)
or
- (2) about some interesting retail chain or restaurant chain is (or several chains who are) doing or has done within the last month or two to react to new retail opportunities or cope with problems.

In your write-up, don't just paraphrase what happened and don't copy what some website or article says. Review the material, but then also tell me what YOU think, whether or not it seems cool to you, and whether or not you think it will be successful. Please use at least 3 articles. Start with one, but look up some related insights using the web or your text or other sources.

If you are interested in Retailing or Restaurant / Hospitality Management as a career, you should probably sign up at the NRF or NRN website for the free daily newsletters that talk about interesting retail news items and keeps up with the world of retailing or restaurant / hospitality management. The links to free registration are below. Make sure you check out thisisretail.org below. It is great.

A very cool source:

<http://thisisretail.org/>

National Retail Federation – If you don't want to subscribe I will try and send the daily newsletters over from my account.

https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=nrf&campaign=subcat_retail

Nation's Restaurant News

<https://www.pubservice.com/rn/registration.aspx>