

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

Course Information

Title: MKTG 4330 – Retail Management
Description: Principles of retail operation: facility location, layout, purchasing, pricing and merchandise control.
Days: Monday, Wednesday, Friday
Time: Section 001: 10:00 AM – 10:50AM; Section 002: 1:00 PM – 1:50PM
Location: Section 001: Lowder 152; Section 002: Lowder 10
Credit Hours: 3
Prerequisite: Grade C or better in MKTG 3310 or MKTG 3317

Instructor Information

Instructor: Kristin Forthofer
E-mail: kmd0027@auburn.edu
Phone: 844-2498
Office: Lowder Building – Room 245
Office Hours: Monday, Wednesday: 11:00 AM – 1:00 PM

Text Books and Resources

Your section of MKTG 4330 is going to participate in the All Access program. See details in the email you received from the AU Bookstore regarding this program and the option to OptOut. (If you want to OptOut, you must do so before January 29th.) Instructions for OptOut are posted on Canvas.

If you are interested in a print copy in addition to the digital book in All Access, please visit the Bookstore. They can special order low-cost print versions.

Text: *Retailing Management*, 10th edition, by Levy, Weitz and Grewal, McGraw-Hill/Irwin, 2019.
ISBN: 9780078028991

Online: This is a Canvas supported course, grades and other pertinent information will be posted on Canvas.

Course Objectives

Students should understand the following concepts upon completion of the course:

- The retailer's role in both the marketing process and the larger supply chain.
- Why retailing is undergoing so much change today.
- The difference between store-based retailers and non-store retailers.
- The importance of retail strategic planning and operations management.
- The changing population trends, social trends, and economic trends that are impacting retailing today.
- Who are today's retail customers; Where and how people shop.
- How retailers select and reach their target markets through their choice of location.
- How a merchandise budget is prepared and how it is used when making plans for an upcoming merchandise season.
- The major steps in the merchandise buying and handling process.

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

- The factors involved with retail pricing, how to calculate various markups and discuss why markdown management is so important to retailers.
- How to evaluate the store environment of a retailer (both inside and out).
- Tactics (pricing, merchandise assortment, store management, visual merchandising, customer service) for extracting profit from a retail offering

Course Grading

Final grades in this course will be based on the following components:

Introduction Assignment	2%
Attendance/Participation	3%
Assignments/Homework	10%
Exam 1	10%
Exam 2	10%
Exam 3	10%
Exam 4	10%
Midterm Project	15%
Final Project	15%
Final Exam (Cumulative)	15%

Grade Allocations in Percent:

A = 90+; B = 80 to 89.9; C = 70 to 79.9; D = 60 to 69.9; F = Below 60

Grade questions must be asked within a week of the grade being posted on Canvas. **NO EXCEPTIONS.**

Exams and Grading Policy

There will be four (4) exams. Each student is required to complete four (4) traditional closed-book exams consisting of both definitional and application questions. Details regarding the exams will be discussed later in the course. Any student failing to take an exam will receive a zero (0) for the test score. All students are expected to take the exam when it is scheduled. If a student is unable to take a scheduled exam due to illness or personal tragedy, it is the student's responsibility to notify the instructor in advance. Alternative arrangements will then be made. However, no make-up exams will be allowed when advance notification is **not** received or if the student misses an exam for reasons not related to illness, personal tragedy, or university recognized activity. *Students will be told the general makeup of test questions prior to each exam.*

ALL GRADES POSTED ONLINE INCLUDE ALL BONUS POINTS RECEIVED FOR EACH EXAM.

Students can only review a previous exam until the next exam is given (i.e., you can review your first exam during office hours prior to the second exam; after the second exam, you can no longer come in to see the first exam). Also, any errors in the reporting of test scores or bonus points for each exam must be reported within three days of the posting of the test score in question.

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

Examination Rules

1. All bags must be placed by the walls prior to the exam.
2. Cell phones must be placed in your bags *and turned off*.
 - a. *If your phone goes off for any reason during the exam, you get a ZERO. No exceptions.*
 - b. *If your cell phone is seen outside your bag during the exam, you get a ZERO for that exam.*
3. You only need to have out: *1) a blue scantron; 2) a pencil; and 3) a calculator*
 - a. You may only use a non-programmable calculator during the exam
 - b. You cannot use your cell phone's calculator
4. Once you hand in your exam and leave, *you may not return to the classroom*; it disrupts others still taking the exam and provides possible access to outside information.
5. If you tend to look around during exams, make sure to look at the ceiling and/or sit in the front row.
If for any reason I feel it necessary, I will move you to a new location during an exam.

Make-up Exams

Inform me *in writing* (e-mail is fine) of any legitimate exam conflicts at least one week in advance. (All dates have been set and appear in the course outline). *If I do not receive written notice before the exam, you will not be given an opportunity to take it at another time.*

If you miss an exam due to illness, *a make-up exam will not be scheduled for you unless* two (2) conditions are met:

1. *You must have emailed to inform me of your illness PRIOR TO THE EXAM BEGINNING.*
2. *You must provide me with a signed formal excuse (on letterhead) from your doctor at the time of your make-up exam. The excuse must indicate the date and time of the medical problem that prevented you from taking the test.*

Make-up exams will be made as similar in scope and difficulty level to the original exam as possible (determined by the professor); however, you will **not** be given the same exam your fellow classmates took.

Exams are to be completed individually without the help of others in the class or electronic devices. Failure to follow this policy will result in a zero on that exam.

Materials on exams are derived from the textbook, issues discussed in class, and any additional assigned reading.

Students may choose whether or not to take the Final Exam. If the student chooses not to take the Final Exam he/she will receive the course grade earned after the Final Group Project Presentations have been graded. If students have questions about the calculation of their grade going into the optional Final Exam, I will have designated office hours on Monday, April 27th from 9AM-12PM in Lowder 245.

Assignments

Assignments will consist of math homework assigned, individual and/or group assignments. Assignments must be submitted prior to the beginning of class on the due date. Homework, Assignments or Projects submitted after

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

the due date/time will be deducted 10 points for every day late. All assignments are due at the beginning of class on the specified date.

Midterm Project

Students will work in groups of no more than 3-5 people. Groups will be assigned. Each group will present a 8-10 minute presentation and submit a summary (one summary/group) of your findings in Canvas. Individuals will complete peer evaluations for their group members. More details will be provided in class.

Final Group Project

Students will work in groups of no more than 3-5 people. Groups will be assigned. Each group will submit a well-organized written report and a PowerPoint. Teams will submit their report and PowerPoint in Canvas. Groups will present their PowerPoint (8-10 minutes) to the class. Individuals will complete peer evaluations for their group members. More details will be provided in class.

Tentative Course Schedule

Note: Instructor reserves right to change material & exam dates when necessary.

Week	Sessions Topics	Relevant Readings
Week 1 (Jan 8-10)	Introduction to Course / Intro and Types of Retailers	Chapters 1-2
Week 2 (Jan 13-17)	Multi-channel Retailers/Consumer Behavior	Chapters 3-4
Jan 20	MLK, Jr. Day – NO CLAS	
Week 3 (Jan 22-24)	Retail Market Strategy	Chapter 5
Wed., Jan 29	EXAM 1 (Ch 1-4)	
Week 4 (Jan 27-31)	Financial Strategy/ Retail Locations	Chapters 6-7
Week 5 (Feb 3-7)	Retail Site Location/ Information Systems and Supply Chain Management	Chapter 8-9
Feb 12	Section 001 (10AM Class): Field Trip to RFID Lab	
Feb 14	Section 002 (1PM Class): Field Trip to RFID Lab	
Week 6 (Feb 10-14)	Catch up	
Wed., Feb 19	EXAM 2 (CH 5-9)	
Week 7 (Feb 17-21)	Midterm Project Prep	
Mon., Feb 24	MIDTERM PROJECT DUE	
Week 8 (Feb 24-28)	MIDTERM PROJECT (PRESENTATIONS)	
Week 9 (Mar 2-6)	CRM/Managing the Merchandise Planning Process	Chapter 10-11
Mar 9-13	SPRING BREAK - NO CLASS	

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

Week 10 (Mar 16-20)	Buying Merchandise	Chapter 12
Week 11 (Mar 23-27)	Retail Pricing	Chapter 13
Wed., Mar 25	EXAM 3 (Ch 10-13)	
Week 12 (Mar 30-Apr3)	Retail Communication Mix/HR and Managing the Store	Chapters 14-15
Week 13 (Apr 6-10)	Store Layout, Design, & Visual Merchandising/Customer Service	Chapters 16-17
Wed., Apr 15	EXAM 4 (CH 14-17)	
Week 14 (Apr 13-17)	Catch-up	
Mon., Apr 20	FINAL GROUP PROJECT DUE	
Week 15 (Apr 20-24)	FINAL GROUP PROJECT PRESENTATIONS	
Wed., Apr 29	MKTG 4330-001 CUMULATIVE FINAL EXAM (8-10:30AM)	
Fri., May 1	MKTG 4330-002 CUMULATIVE FINAL EXAM (8-10:30AM)	

STUDENT RESPONSIBILITIES

Students are responsible for being prepared for each class and taking an active role in the learning process. Adequate preparation for lecture and class discussions requires students to determine the primary message(s) of each assigned chapter and to integrate the readings into their current understanding of responsible marketing management practices and decision-making. Class discussion can also be improved when students bring current examples of issues being examined. Therefore, students are **required** to read any supplemental articles or cases assigned and be prepared to discuss the examples in class.

Since the course is designed to be interactive, students will have ample opportunity to demonstrate their acquired knowledge. For example, when conceptual issues are being discussed students are often asked for their opinions or recommendations and supporting rationale. Then the opinion/recommendation and rationale are discussed.

What If the Instructor is late for class? Students are required to wait fifteen (15) minutes before leaving.

General Policies

This course follows the general policies set forth in the Auburn University Student Policy eHandbook for absences, make-up exams, handling of disabilities, and other administrative matters. Please refer to the Auburn University Student Policy eHandbook for details regarding these policies. Please make note of those policies amended in this syllabus.

1. Attendance:

Attendance will be taken via Spotter. Each student is allowed a TOTAL of **6 absences** for any/all purposes. You should NOT send the instructor excuses for absences. This generous policy MORE than allows for any

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

circumstance that will develop which may preclude the student from attending class. If a student has a PROLONGED illness, then he/she should contact the instructor directly via email immediately. Emails sent at the end of the semester regarding a prolonged illness or extenuating circumstance will not be accepted.

Instructor will NOT accept end-of-semester requests to negotiate change in attendance records.

Students making a positive contribution to class discussion can get bonus points on their attendance grade.

If a student has more than 6 absences, he/she will receive a 0 for his/her attendance/participation grade.

Instructor will post student attendance scores to Canvas at the end of the semester.

Attendance is taken every class, using an App “**SpotterEDU**”. You are required to:

1. Download SpotterEDU from the App store (Android or iOS)
2. Install the App and go through the setup process provided to you
3. Each class you must **KEEP BLUETOOTH ON** for entire class as well as **NOT** have your phone in airplane mode or low battery mode.

It is your responsibility to check the app each class to ensure your attendance was confirmed. If not, you should stop to see the Professor prior to leaving class. *Emails or any other excuse, regarding the SpotterEDU App, given after the class period will not be accepted.*

SpotterEDU Facts:

1. SpotterEDU only monitors class attendance during your scheduled class time and does not know where you are if you are not in class.
2. SpotterEDU will use roughly 2% of your battery for an entire day of use.
3. SpotterEDU requires minimal storage space and roughly the size of 2 photos.

I plan to invite guest speakers to the class. If you attend class on a “guest speaker” class day, you can receive 2 bonus points on the next exam. (Note: If you have your laptop open and/or are not attentive to the speaker, you will NOT receive the bonus points.)

Feedback provided by previous classes suggests the pedagogical material assigned provides an important foundation useful in reaching the objectives established for this course. Class time will often include material that supplements the material in the textbook, so those who miss class regularly will not perform well in this course. In addition, missing class does not relieve the student from the material covered in the missed class. Students are expected to attend all of the scheduled classes and arrive on time. Students are responsible for all materials covered in class and otherwise assigned. It is your responsibility to ask a student in class to take notes for you and get any handouts if you are unable to attend.

3. Instructor Availability:

You may see me during office hours or by appointment. If you come by the office and I am not available (others have planned ahead and made an appointment – as you would in business), please leave a written message on

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

my door or with the Marketing Department Administrative Assistant in Lowder 201D. Also send an email noting you would like to set up an appointment.

4. Makeup Exams:

Only university approved excuses as outlined in the Auburn University Student Policy eHandbook will be honored regarding exams. Reminder: You must have emailed to inform me of your illness PRIOR TO THE EXAM BEGINNING in order to makeup an exam. Those excuses must be brought to my attention with a copy of that excuse to leave with me at the beginning of class on the day you return. Without that copy the absence will not be excused. Beware, just because you have a receipt showing you visited a doctor's office or clinic, does not mean I will excuse the absence.

5. Class Etiquette:

Please make every effort to be on time. Please do not disrupt class if you come in late. If you come in after class has begun, you are to find an empty seat that will cause the least amount of disruption to the class. Cell phones, pagers, and other electronic devices must be silenced and turned off during class. You are welcome to take notes using a laptop / I-pad, but please be respectful of your peers if using a laptop/I-pad.

6. Pre-requisites:

Pre-requisites are strictly enforced. Students failing to meet any of the pre-requisites will be dropped from the class whenever the lack of qualification is discovered regardless of how far along in the term or any grades that may have been earned. This rule applies to both business and non-business students.

7. Communications:

You will be notified of any new class requirements or changes via email or Canvas. You are responsible for being aware of these notifications; therefore, check your student email account **and** Canvas **DAILY**. Your student email must be activated. Check it daily. The best way to get in touch with me is via e-mail. E-mails sent after business hours (after 5:00PM) on weekdays, will be not be replied to until the next business day.

Students **must** include the course number and section in the subject line of any emails sent to the instructor. You will know your grade throughout the course by regularly checking Canvas. The grade in Canvas is your accurate grade. If you think that I have made an error in calculation, you must email me a week within the assignment/exam grade posting. If you have a question regarding your grade going into the Final Exam, I will have office hours on Monday, April 27th from 9AM-12PM in Lowder 245.

8. Professional Behavior:

You are starting your professional career, so you are expected to present yourself as a professional. You are expected:

- To be respectful to the instructors, fellow students, and guest speakers.
- Arrive on time to class, be prepared, and stay for the entire class period.
- Complete work at "employment level" standards and on time.
- Behave professionally in the class.
- Make sure all trash is thrown away and your area is ready for the next class.

9. Disabilities:

It is the policy of Auburn University to provide accessibility to its programs and activities. Accommodation

Harbert College of Business
MKTG 4330-001/002: Retail Management
Spring 2020

documented by the Program for Students with Disabilities for persons defined as having disabilities under the Americans with Disabilities Act of 1990 will be followed. Students desiring additional information should contact the Program for Students with Disabilities Office, 1244 Haley Center, (334) 844-2096. IT IS THE STUDENT'S RESPONSIBILITY TO INITIATE THIS PROCESS WITH THE STUDENTS WITH DISABILITIES OFFICE and ME WITHIN THE FIRST WEEK OF CLASS. All disability issues will be handled in accordance with university policy per federal regulation.

10. Academic Honesty Policy:

The university and this professor expect students to pursue their academic work with honesty and integrity. All portions of the Auburn University student academic honesty code (Title XII) found in the Auburn University Student Policy eHandbook will apply to this class. All academic honesty violations of the Student Academic Honesty Code will be reported to the Academic Honesty Committee.

11. University Emergency Preparedness:

We will follow the University Emergency Response policies depending on the alert. In case of a tornado warning, the class will be canceled until the end of the warning. Students are to seek the appropriate safe or shelter area. Please keep your test or assignments in the room. In all situations, we will follow the instructions of the AU Alert system. To find out more about more information go to http://www.auburn.edu/administration/public_safety/emergency/policies.html

12. Academic Support:

The university provides many services and resources to help you with your study skills. Be sure to take advantage of the programs provided by Academic Support. You can go to their website at http://www.auburn.edu/academic/provost/undergrad_studies/support/academic_support/index.html or call 334.844.5972.

13. Instructor's Syllabus Qualification:

The syllabus and information contained herein may be changed during the semester at the discretion of the instructor. Students will be notified in a timely manner of any changes.