

MRKT 405-Retailing

Class Syllabus and Schedule

Spring 2008

Instructor: Jamie Paurus
Office Hours: 10:00-11:00
Campus Phone: 845-7513
Email: jamie.paurus@vcsu.edu

Office: McFarland 132
Classroom: McFarland 121
Class Time: 2:00-3:00 MWF

Text and Materials:

- **Text:** Retail Management 10th Ed; Berman & Evans, Prentice Hall 2006
- **Website:** <http://www.prenhall.com/bermanevans>

Prerequisites: MRKT 305 or consent of instructor

Description of the Class:

Principles and concepts underlying the managerial functions of the retailer.

Ability/Skill Level:

The relevant ability for this class is **Problem Solving** and the skill and level are **Systems Analysis/Level 4**.

Evaluation and Grading:

There will be a variety of evaluation criteria for this class

Exams	400pts+
Assignments	100pts+
Final Project	<u>200pts</u>
Total Points	700pts+

Exams will consist of true/false, multiple choice, completion, and essays totaling 100 points each. Testable material consists of notes from class lectures, textbook readings, videos, and case studies. Exams will only be allowed to be missed for a school sponsored event or personal emergency. Missing an exam with an illness will require a doctor's note.

Assignments will consist of questions from the text, the use of Blackboard, short case studies, in-class and article assignments. Each student will be required to hand in article assignments and present them in class. Due to fairness for all students, no late assignments will be accepted. **In-class participation will be based on your contribution to class discussion and group activities.**

A description of the final project will be distributed later on into the semester. The final project will consist of both a written report and oral presentation.

Grades will be based on the standard University System scale.

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

Schedule:

This course matter is tentative; adjustments will be made by the instructor as necessary. Test dates are also tentative and will be adjusted as the curriculum changes. See the instructor for any questions you may have regarding the schedule.

Unit 1:

1. Intro to Retailing
 2. Building and Sustaining Relationships in Retailing
 3. Strategic Planning in Retailing
- Exam 1

Unit 2:

4. Retailing Institutions by Ownership
 5. Retail Institutions by Store-Based Strategy Mix
 6. Nontraditional Retailing
- Exam 2

Unit 3:

7. Identifying and Understanding Consumers
 8. Information Gathering and Processing in Retailing
- Exam 3

Unit 4:

9. Trading-Area Analysis
 10. Site Selection
- Exam 4

Unit 5:

11. Retailing and HRM
 12. Operations Mgmt: Financial Dimensions
 13. Operations Mgmt: Operational Dimensions
- Exam 5

Unit 6:

14. Developing Merchandise Plans
 15. Implementing Merchandise Plans
 16. Financial Merchandise Management
 17. Pricing in Retailing
- Exam 6

Unit 7:

18. Establishing and Maintaining a Retail Image
19. Promotional Strategy
20. Integrating and Controlling the Retail Strategy

Student Conduct:

Students are expected to be prepared for class discussions, examinations, assignments, and projects. This also includes reading the required material before class lectures. Students in this class are required to understand and follow the guidelines for Academic Integrity set forth by the University. Any student found violating this policy will receive an F for their semester grade. VCSU's Academic Integrity policy can be found at <http://www.vcsu.edu/academics/academicissues.htm#integrity>.