



**Retail Management and Marketing Channels  
COMM 347 (A1)  
Winter 2016**

**INSTRUCTOR:** Xin Ge

**E-MAIL:** gex@unbc.ca

**OFFICE LOCATION:** 10-4540

**OFFICE HOURS:** Wednesday 12:00 – 14:00, or by appointment

**TELEPHONE NUMBER:** (250) 960-5178

**CLASS TIME:** Wednesday 8:30 – 11:20

**CLASS LOCATION:** 5-171

**COURSE DESCRIPTION:**

The objective of this course is to give you both strategic and operational perspectives on retail design and management. The strategic perspective applies the basic paradigm of marketing to a retailing context. The operational perspective builds on this by studying aspects of store design, merchandising, and management that are specific to the retailing context. The format of the class will be lectures and discussions. Upon successful completion of the course, you will be able to:

1. Assess whether a retail outlet fits with the requirements of the marketplace. This involves determining whether a store appeals to a segment of the market better than competitors' offerings.
2. Identify forms of market research that can aid in marketing decision making.
3. Design an internally consistent retail format.

**TEXTBOOK:**

Berman and Evans (2013), "Retail Management: A Strategic Approach," 12<sup>th</sup> Edition, Pearson.

**COURSE FORMAT:**

This course will consist of a combination of lectures, practical examples, cases, class discussions, and course project. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussions in class. General lecture slides and reading materials designed to supplement class lectures will be posted on the BlackBoard prior to the scheduled discussion of the topic. It is strongly recommended that students download and bring a copy of the lecture slides to class.

**TENTATIVE COURSE SCHEDULE:**

WEEK	DATE	DAY	TOPIC	CHAPTER
1	6-Jan	W	Handing out syllabus Introduction to retailing	1
2	13-Jan	W	Group project introduction and group formation Strategic planning in retailing	3
3	20-Jan	W	Retail types	4, 5
4	27-Jan	W	Assortment and merchandise management <b>Presentation 1:</b> Positioning statement	14, 15
5	3-Feb	W	Retail area analysis	9
6	10-Feb	Spring Break (no class scheduled)		
7	17-Feb	W	<b>Midterm 1</b> (Ch. 1, 3, 4, 5, 9, 14, 15)	
8	24-Feb	W	Retail site selection	10
9	2-Mar	W	Retail pricing <b>Presentation 2:</b> Competitor analysis	17
10	9-Mar	W	Financial management	12, 16
11	16-Mar	W	Store layout, design, and visual merchandising	Supplement
12	23-Mar	W	Retail communications	18, 19
13	30-Mar	W	<b>Midterm 2</b> (Ch. 10, 12, 16, 17, 18, 19, & supplement)	
14	6-Apr	W	<b>Presentation 3:</b> Retail design	

**COURSE ASSIGNMENTS AND GRADE WEIGHTING:**

Component	Date	Weight
<b>(A) EXAMS</b>		
Midterm 1	Feb. 17	28%
Midterm 2	Mar. 30	28%
<b>(B) GROUP PROJECT</b>		
Presentation 1	Jan. 27	2%
Presentation 2	Mar. 2	2%
Presentation 3	Apr. 6	5%
Retail design report	Apr. 6	30%
<b>(c) CLASS DISCUSSIONS</b>		
	TBA	5%
Total		100%

The following is the detailed explanation of each evaluation component.

**(A) EXAMS (56%):**

The two exams will take the form of a combination of true or false questions, multiple choice questions, and short answer questions. The exams will cover both assigned readings and lecture materials. Midterm 1 will cover Chapters 1, 3, 4, 5, 9, 14, and 15. Midterm 2 will cover Chapters 10, 12, 16, 17, 18, 19, and the supplementary chapter. There will be no makeup exams. If you miss an exam, you will receive zero marks. Exceptions may be made for documented medical reasons or

extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor immediately.

The exams will be “closed book”. No electronic devices are allowed to be used (e.g. no calculators, dictionaries, cell phones, iPod, or electronic devices of any kind).

### **(B) GROUP PROJECT (39%):**

During the course of the semester, each group is required to finish a series of assignments, which are the major component of the course and contributes 40 points to your overall grade. Groups are strongly advised to begin working on the project early in the term. To avoid free riding, a peer evaluation system is used. At the end of the semester, you will be asked to submit a confidential evaluation of the relative contribution (amount of work and quality of work) each group member has made to the group project. Students’ project grades will reflect that assessment.

The first step of conducting the group project is to **form groups**. You are allowed to form your own groups. Be careful in selecting your group members. The group size might range from 4 to 5. A group size of 5 is **STRONGLY** recommended. You should decide on your group members by Week 2.

The next step is to **choose a retail concept** your group wants to focus on. All the three presentations and the final retail design report are based on the retail concept you have chosen.

#### **Presentation 1: Positioning Statement (2%)**

You are asked to present a positioning statement for the retail concept you have selected and to briefly describe the reasoning behind this statement. This statement will include the value offer of the retail concept, description of the target market segment, your reasoning for believing that the attributes/benefits of your positioning statement are important for your target segment, and your firm’s distinctive competencies make your firm particularly suited to providing this value offer. This presentation is in Week 4.

#### **Presentation 2: Competitor Analysis (2%)**

You need to pick a competing store in the same retail sector as your proposed retail concept, and to assess the following items of the competing store: assortment, location, store layout, price, and service. This presentation is in Week 9.

#### **Presentation 3: Retail Design (5%)**

Each group is asked to present a retail plan for the retail concept you selected. You plan should describe the following items: positioning statement (value offer and shopping experience), assortment, location, store layout, personnel management, customer service, pricing, and communications/promotions. This presentation is in Week 14.

#### **Retail Design Report (30%)**

Based the feedbacks to your third presentation from your classmates as well as from the instructor, you are required to prepare one copy of the final **retail design report**. Please turn in a hard copy of your report in class on Apr. 6.

Detailed requirements of the presentations and the retail design report will be discussed in class.

**(c) CLASS DISCUSSIONS (5%):**

All students are expected to attend all class sessions. Active participation in class discussions is critical to the learning experience in this course.

Each one of you is expected to contribute to class discussions. Please do your assigned readings for the scheduled lecture days so that you are in a better position to ask questions and comment on the material covered in class. This will make the learning process much more enjoyable for both you and me! After class and office hours discussions about ideas that you generated but did not find a chance to present in class are also encouraged.

In particular, students shall join teams of up to five for small group discussions. The objective of small group discussions is to apply the basic concepts and principles learned in the real business world. You can choose different group members each time.

Class discussions grade is primarily based on the frequency and quality of ideas and issues voiced during class discussions and office hours discussions although emphasis will be given to the small group discussions, and is determined by the instructor.

**Grading System:**

<u>Excellent</u>	A+	=	90-100
	A	=	85-89.9
	A-	=	80-84.9
<u>Good</u>	B+	=	77-79.9
	B	=	73-76.9
	B-	=	70-72.9
<u>Satisfactory</u>	C+	=	67-69.9
	C	=	63-66.9
<u>Marginal</u>	C-	=	60-62.9
	D+	=	57-59.9
	D	=	53-56.9
	D-	=	50-52.9
<u>Failure:</u>	F	=	0-49.9

**Plagiarism and Academic Misconduct**

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

### **Disability Services**

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please come and discuss this with me, or contact staff at the Access Resource Centre ([arc@unbc.ca](mailto:arc@unbc.ca)) located in the Teaching and Learning Centre, Room 10-1048 on the main campus. Students can also call the ARC at (250) 960-5682. Regional students can call the Centre toll-free at 1(888) 960-5682.

### **Academic Success Centre (formerly Learning Skills Centre)**

The Academic Success Centre offers support for mathematics, writing, study skills, physics, statistics, commerce and economics. Services are available through one-to-one tutoring at the centre (room 10-2584; second floor of the Teaching and Learning Building); drop-in writing support is available on the first floor of the Library; and drop-in mathematical support is available at MACE (room 10-2088). Online support, including online writing tutoring, is available through the website at [www.unbc.ca/asc](http://www.unbc.ca/asc). Peer-led supplemental sessions (SI and PLTL) are held for select courses – more information will be announced in classes. In addition, there is a new Academic Learning Advisor in residence where students can attend drop-in hours and study hall to receive help in writing, study skill, and mathematics.

### **Respect**

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

### **Academic Advising**

For academic advising please e-mail [advising@unbc.ca](mailto:advising@unbc.ca) or call 250.960.6306.