MKTG 4330 – Retail Management
Spring of 2014

INSTRUCTOR: Dr. James R. Carver

CLASS TIME: Tuesdays and Thursdays (9:30 to 10:45 – Room 10 Lowder Building)

OFFICE: 242 Lowder Building

OFFICE PHONE: 844-2454

E-MAIL ADDRESS: jrc0023@auburn.edu or jcarver@auburn.edu

OFFICE HOURS: Mondays and Wednesdays from 10:00 a.m. to 11:30 a.m.
     And By Appointment
     ***Note <u>no</u> office hours on the day before, of, or after an exam**

Prerequisites
Students enrolled in this course ***must meet*** the following prerequisite – a grade of "C" or better in either MKTG 3310 or MKTG 3317. If you do not meet this prerequisite, please see me immediately following the first class. Notice that credit will not be given for more than one of the following: MKTG 4330, CAHS 5610, and CAHS 6610.

Required Reading
RETAILING, 8th.ed, Patrick Dunne, Robert Lusch, and James Carver, South-Western Publishing Co., 2014. (ISBN# 978-1-133-95380-7)

Purpose of the Course
In Retail Management, we will examine the management of retailing institutions. The course has a strong orientation toward the necessity of holistic (i.e., strategic) decision-making and the financial aspects of retail organizations. I will try to identify key marketing activities, which will be necessary in many entry-level marketing positions. I will also try to illustrate that inter-organizational, as well as intra-organizational, management is essential to achieve high performance results. The course will stress many of the areas and facets of retailing that are crucial in achieving a long-term differential advantage. In addition, each lecture will cover current issues concerning the topic under discussion.

Teaching and Grading Approach
This course will rely on a lecture/discussion format. ***Each student is expected to contribute regularly to these discussions***, on a voluntary basis and as called upon by the instructor. To a substantial extent, the benefits that a student derives from the discussions and/or reading assignments is positively related to his or her willingness to expose his or her viewpoints to the critical judgment of fellow classmates and the instructor, as well as his or her active participation by building upon and/or evaluating critically the judgment of others.

It is expected that the student will keep up with the newest trends occurring in marketing both on- and offline by reading The Wall Street Journal, Business Week, Forbes, Fortune, and by watching business programming on the various television stations (e.g., Fox Business , CNBC, Bloomberg, etc.).

Office Hours
General office hours are listed at the beginning of this syllabus. However, students need to set up an appointment in order to be seen, ***even during normal office hours***. Students need to email the faculty member with their full name and the time(s) they are available to be seen. Appointments will then be scheduled based upon the order of the emails received and students' "stated" availability. Appointments are set in 15-minute increments. This is done to maximize the number of students that can be seen during official office hours (e.g., one student cannot just come unprepared and ask question after question while others wait).

Once you have set up an appointment, you must show up *or* cancel your appointment via email by 8:00 p.m. the night prior to your appointment. This allows the faculty member to offer your time slot to the next person on the waiting list. ***If you fail to show up for your appointment or cancel your appointment later than 8:00 p.m. the night prior, two (2) points will be deducted from your overall point total***.

In order to set up an appointment outside of general office hours, the student must be able to demonstrate that they have other classes that meet during general office hours. The faculty member will not simply see you outside of general office hours because you neglected to plan ahead. If the student works (on or off campus) during office hours, they need to talk with their employer about altering their schedule in order to make general office hours.

Exams and Grading Policy
There will be three (3) exams and one (1) final exam (comprehensive). Exams will be a combination of multiple choice, true/false, short-answer, essay, and math problems. ***Students will be told the general makeup of test questions prior to each exam***. Each exam will be worth 100 points. Final grades will be determined by summing the grades received on the four (4) exams, plus any additional bonus points (e.g., participation), and divided by 400. ***Note all grades posted online include all bonus points received for each particular exam***.

Given I will provide opportunities for approximately a letter grade of bonus points throughout the semester to enhance one's grade, grades will be assigned ***using a strict ".5 cutoff" (i.e., an average of 79.4 is not a B)***. Therefore, grades will be assigned using the following scale:

358 – 400:	A
318 – 357:	B
278 – 317:	C
238 – 277:	D
000 – 237:	F

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 two days of the posting of the test score in question.

Examination Rules
1. 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.
2. You must bring your AU Student ID with you. I may not ask for it, but bring it just in case.
3. You may not use any electronic equipment (i.e., cell phones, pagers, etc) during the exam.
4. You may only use a non-programmable calculator during an exam, provided it is outside its carrying case or folder; you cannot use your cell phone's calculator.
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; don't make me do this.***

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 <u>PRIOR TO THE EXAM BEGINNING</u>. After all, if you legitimately woke up prior to the exam to find out you were sick, then you were awake enough to email me and inform me prior to the exam. If I do not receive an email prior then that means you slept through your exam, regardless of whether you were sick or not, and thus you are not entitled to a make-up.***
2. ***You must provide me with a formal excuse (including a raised seal and 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 instructor); however, you will **not** be given the same exam as the one your fellow classmates took.

Extra Credit Assignments & Bonuses

From time to time, extra credit assignments, or "bonuses", will be given in class (about a letter grade +/-). However, in order to receive credit for these bonuses, several rules/requirements must be met. Failure to meet any one of these will result in zero credit received.

1. All assignments longer than one (1) page, ***<u>must be stapled</u>***. Folding the corner, using a paperclip, etc. does **not** count, and any of these actions will result in zero credit being given. ***No exceptions***.
2. All assignments ***<u>must be turned in prior to class beginning</u>***. ***<u>DO NOT</u>*** try to turn in an assignment after I have already started teaching; this is rude to not only me, but also your fellow students. The assignment will not be accepted (for any reason), and you will be asked to immediately leave class for that day's lecture.
3. Any assignments involving math must be 1) ***<u>handwritten</u>***, and 2) ***<u>you must show all of your work to arrive at the answer</u>***. *One exception to this rule applies to any math assignments involving filling in a table, budget, spreadsheet, etc. that has been provided via canvas. In such instances, the "answers" must still be handwritten, but your work does not have to be provided.*
4. Any assignment not involving math must be typed.

Note: Regular and punctual attendance at all classes is expected. When "excessive absences" occur, ***that means more than three (3) absences; the student will be barred from earning any more extra credit or bonus points. After all, such bonus points are "rewards" for making an effort in this class.

Code of Conduct and Academic Dishonesty

Academic Dishonesty occurs whenever any action or attempted action is pursued that creates an unfair academic advantage or disadvantage for you and/or any member or members of the academic community. All forms of academic dishonesty are subject to sanctions under Section 5 of the Tiger Club Handbook (http://www.auburn.edu/tigercub/handbook.html). Sanctions include: written warning, reduction in grade for work involved, disciplinary probation, loss of credit for work involved, failing grade in the course, suspension, and/or expulsion. Various forms of academic dishonesty include, but are not limited to, cheating, fabrication, facilitating academic dishonesty, and/or plagiarism.

Cheating can include these types of behaviors: (a) the unauthorized granting or receiving of aid during the prescribed period of a course-graded exercise; students may not consult written materials such as notes or books, may not look at the paper of another student, nor consult orally with any other student taking the same test; (b) asking another person to take an examination in his or her place, or taking an examination for or in place of another student; (c) stealing, borrowing, buying, or disseminating tests, answer keys, or other examination material; (d) stealing or copying research papers, creative papers, speeches, drawings, diagrams, musical scores, graphs, maps, computer programs, etc. and presenting them as one's own; and (e) copying answers for graded homework assignments. Any student who violates

or assists in violating these standards will be pursued through the proper academic and disciplinary channels.

Tentative Schedule*

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

Week of	Lecture Outline	Chapter
Jan. 9	Introduction to Retail Strategy	1
Jan. 14	Introduction to Retail Strategy & Retail Math	1
Jan. 21	Financial Planning & Retail Math	8
Jan. 28	Retail Planning and Management	2
Feb. 4	Reframing Retail Strategy	14
Feb. 11*	**Exam #1** & Retail Math	---
Feb. 18	Understanding the Customer	3
Feb. 25	Competition in Retailing	4
March 4	The Retailer's Role within the Channel & Retail Math/Video	5
March 11	**Spring Break Week Off**	---
March 18*	The Retailer's Role within the Channel & **Exam #2**	5
March 25	Merchandise Management	9
April 1	Merchandise Pricing	10
April 8	Retail Math & Retail Selling and Services	12
April 15*	Retail Selling and Services & **Exam #3**	12
April 22	Store Layout and Design	13

Exam Dates: Feb. 11th; March 20th; April 17th

Final Exam: Wednesday, April 30, 2014 from 8:00 a.m. – 10:30 a.m.