

**MKT 430: Retail Management  
Spring 2001  
Course Syllabus**

Marshall School of Business  
University of Southern California

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Office Hours : Tuesday 2:00-3:00 p.m. and Thursday 2:00-3:00 p.m.

### **Course Overview**

#### *What is retailing?*

- Retailing is defined as “the activities involved in the sale of goods and services to **consumers** for their personal, family, or household use.”
- Retailing is the **LAST** stage of economic exchange before goods and services are consumed.

#### *Why study retailing?*

- Retailing is the closest marketing activity to consumers.
- Retailing has strong impact on the whole economic exchange chain including manufacturers, distributors, and consumers.
- Most of all, it's **FUN!**

### **Course Objective**

1. Understand the key concepts and theories of retail management in the manufacturers', distributors', retailers' and consumers' perspectives.
2. Develop the ability to identify applications of these concepts and theories and to apply them in developing viable marketing strategies.
3. Understand the dynamic changes in retailing and identify the similarities and differences in applying retail management theories and concepts.
4. Develop the necessary skills to execute the applications identified in objective 2. Having a great strategy is not enough. You should know how to implement, maintain, and adjust the strategy.

## **Course Organization**

Retail management is an applied field where theories and principles have little value without being practiced appropriately. Retail environment is so diverse that any simple theory or principle cannot provide you with a golden rule to follow. Therefore, the class will incorporate **case studies, discussions on current events, guest lectures, and field trips**. In short, this course equips you with the tools and frameworks to use when facing a challenge in practice, and trains you to be comfortable with the applications of the tools and frameworks.

At the end of each class, there is a segment called “**e-tailing corner**” which looks into the relevance of the materials covered in the class to the internet environment. It is important to understand the recent trends and changes, and the internet is a key component of the future retailing. We will discuss whether or not the theory, principles, and their applications can be used on-line.

## **You Will Learn from The Course,**

1. The knowledge of retail management in making strategic marketing decisions (e.g., the environment, customer, store, merchandising and pricing, communication, and changes).
2. The knowledge of retailing to develop effective marketing tactics (e.g., 4P's).
3. The knowledge of collecting, analyzing, and interpreting data from consumers to guide strategic and tactical marketing decisions.
4. The knowledge of assessing the public policy and ethical implications of retailing practices for consumer welfare.

## **Course Materials**

Textbook : Ron Hasty and James Reardon, Retail Management, Boston, MA, Irwin/McGraw-Hill, 1997

Lecture Notes : Class Web at [www-rcf.usc.edu/~ywahng/mkt430/](http://www-rcf.usc.edu/~ywahng/mkt430/)

## **Course Requirements**

This is a course you should take after taking an introductory marketing course (BUAD 307). It is assumed that you already possess the basic knowledge of marketing. Instead of reiterating the content that is covered in the introductory course, we will focus on the extension of the basic marketing principles into the context of retail management. There are considerable materials to be covered. There are two exams (midterm and final), one group term project, and four short assignments (you choose four out of five) throughout the semester. This is not a course in which you can do all the assignments and projects in a couple of days before the due dates. Please plan ahead and allocate your time to maximize the learning experience.

## **1. Attendance**

Your presence in class is essential to your ability to understand and apply the material covered in this course. Treat this class as you would any other professional obligation. By accepting a job you are making an implicit commitment to attend work regularly. By registering for this class you make a similar commitment. Also, try to avoid being consistently late for class. This tends to be quite distracting and disruptive for the rest of the students. If you are late, please wait until the break or the end of the class to collect any handouts or returned assignments.

Absence from class does not exempt you from being responsible for all the material covered in class and being aware of any announcements made in class. If you miss class it is your responsibility to obtain the lecture or discussion notes and handouts, if any, from your classmates.

## **2. Class Participation**

As in your forthcoming career, you are expected to regularly participate in class discussions, which will be led by the instructor. Class participation is graded and the following guidelines will help you be an effective participant.

- (1) Make sure to read the assigned readings, and think about them in depth before coming to class.
- (2) Provide inspiration by,
  - applying conceptual materials from the book chapters, lectures, and past marketing classes to the issue being discussed,
  - applying external business world knowledge to the issue being discussed,
  - integrating comments of previous students
  - reaching back to something said previously in the discussion that is pertinent at the present moment,
  - taking issue with classmate's analysis (civilly!),
  - pulling together material from several places in the text and readings,
  - drawing parallels from previous lectures and chapters read earlier,
  - tying in briefly an experience you have had that is relevant to the discussion
  - by generally demonstrating that you have read and given careful thought to the readings for the day.
- (3) While implementing the above guidelines, always try to be logical and structured.
- (4) Finally, I will cold-call students to assess the level of preparation and involvement. So, please be prepared to participate in every class.

Please note that class participation also takes into account student activities that disrupt and/or hamper good class discussions. These include engaging in private conversations with fellow students, making discourteous remarks about other students, reading outside materials during class, and arriving late for class. Engaging in these kinds of activities will greatly lower one's class participation grade, regardless of how valuable a student's contributions are.

Students who made positive contribution will be awarded with a '+' mark for the session, and the ones with negative contribution will be awarded with a '-' mark. If you miss the class, you will be automatically awarded with a '-' mark. We have 28 sessions this semester, and the points will be computed based on the number of +'s earned subtracted by the number -'s earned. The maximum score is therefore 30 with 2 free points.

### 3. Exams

Exams will assess knowledge of key concepts and the ability to apply these concepts to marketing problems. There will be two in-class exams consisting of multiple-choice and essay type questions (check the schedule for exam dates). The final exam will be a comprehensive exam covering all the materials including the textbook, guest lectures, and class discussions throughout the whole semester. All exams are closed-book and open-notes. Consistent with University Policy, no make-up exams will be offered except for documented medical emergencies. In such case the instructor reserves the right to change the content and format of the make-up exam.

### 4. Short Assignments

There are 5 short assignments that will be distributed a week before they are due. Students are asked to form a group of two to do the short assignments. The assignments are closely tied to the lectures of the due dates. You can select any four of them to receive the full credit. If you do more than 4, you will receive extra credit.

### 5. Group Project

Students are asked to form a group of 4 to conduct a semester long group project. The group members may or may not overlap with the short assignment group. Students will be asked to evaluate their group members for their contribution to the project at the end of the semester. The grades will be equally distributed among the group members unless there is a dispute regarding the amount of individual contributions. The description of the group project is presented in a separate packet.

## Grading

<b>1. Class Participation</b>	<b>30 points</b>
Per Session	1 point
<b>2. Exams</b>	<b>200 points</b>
Midterm	50 points
Final	150 points
<b>3. Short Assignments</b>	<b>100 points+</b>
Each	25 points
Extra	15 points
<b>4. Group Project</b>	<b>170 points</b>
Paper	120 points
Presentation	50 points
<b>Grand Total</b>	<b>500 points</b>

### *Grade Distribution*

475 – 500+	A
450 – 474	A-
425 – 449	B+
400 – 424	B
375 – 399	B-
350 – 374	C+
325 – 349	C
300 – 324	C-
275 – 299	D+
250 – 274	D
225 – 249	D-
0 – 224	F

### **Academic Integrity**

Plagiarism, communicating with fellow students during an exam and other forms of academic dishonesty will be dealt within a manner consistent with University policy.

### **Return of Paperwork**

Returned paperwork, unclaimed by a student, will be discarded after 4 weeks. Students who miss class sessions when exams and other paperwork are distributed are responsible for arranging for an appointment to retrieve the materials.

### Course Schedule

Week	Session	Date	Day	Topic	Required Readings	Assignment
1	1	1/8	Mon	Introduction		
	2	1/10	Wed	Retail Strategy	Chapter 1, 2	Bring your friend to class!
2		1/15	Mon	Martin Luther King Day		
	3	1/17	Wed	Retail Environment	Chapter 3	Short Paper 1: Retail Outlet Comparison Exercise
3	4	1/22	Mon	Customers I	Chapter 4	
	5	1/24	Wed	Customers II		
4	6	<b>1/29</b>	<b>Mon</b>	<b>Special Topic: Retail &amp; Media</b>		Watch Super Bowl ads on 1/28!
	7	1/31	Wed	Market Research	Chapter 5	Project Group Formation
5	8	2/5	Mon	Location and Site	Chapter 6	Group Project Topic Selection
	9	2/7	Wed	Design and Layout	Chapter 7	Short Paper 2: Site Hunting Exercise
6	10	2/12	Mon	People & Organization	Chapter 8	
	11	2/14	Wed	Financial Issues	Chapter 9	Short Paper 3: Financial Measurement Exercise
7		2/19	Mon	Presidents' Day		
	12	2/21	Wed	Midterm Review		
8	13	<b>2/26</b>	<b>Mon</b>	<b>Midterm Exam</b>		
	14	<b>2/28</b>	<b>Wed</b>	<b>Special Topic: Technology &amp; e-tailing</b>		
9	15	<b>3/5</b>	<b>Mon</b>	<b>Technology &amp; e-tailing (Cont.)</b>		
	16	3/7	Wed	No Class		Group Project Interim Report
10		3/12	Mon	Spring Recess		
		3/14	Wed	Spring Recess		
11	17	3/19	Mon	Merchandising I	Chapter 10	
	18	3/21	Wed	Merchandising II		
12	19	3/26	Mon	No Class		
	20	3/28	Wed	Challenges & Changes	Chapter 15, 16	
13	21	4/2	Mon	Merchandising III	Chapter 11	
	22	4/4	Wed	Merchandising IV		Short Paper 4: Merchadising Exercise
14	23	4/9	Mon	Pricing I	Chapter 12	
	24	4/11	Wed	Pricing II		
15	25	4/16	Mon	Advertising	Chapter 13	
	26	4/18	Wed	Promotion	Chapter 14	Short Paper 5: Retail Advertising/ Promotion Evaluation Exercise
16	27	<b>4/23</b>	<b>Mon</b>	<b>Project Presentation</b>		Group Project Paper
	28	4/25	Wed	Final Review		
		<b>5/2</b>	<b>Wed</b>	<b>Final Exam</b>		