



Dept. of Management, Marketing and Business Administration

SPRING 2016

MKT 369

RETAILING MANAGEMENT

AACSB's 25% Rule: This Course Counts Toward Undergraduate Business Hours:

Business majors/areas include: Accounting, Business Administration, Computer Information Systems, Finance, International Business, Management, and Marketing. All other majors/areas are considered non-business.

Non-business majors are not permitted to complete more than 30 hours of business courses from the prefixes ACC, BPA, CIS, FIN, MGT, MKT, RES and OSY or the courses LST 240 and LST 540 without completing the Business Core Requirements.

If you plan to complete more than 30 hours, you must contact the Center for Undergraduate Business Advising in the College of Business for special permission.

Required Text: Levy, Michael and Barton A. Weitz (2013), Retailing Management, 9th ed., Boston: McGraw-Hill/Irwin; earlier editions AT YOUR OWN RISK – YOU are responsible to compare & detect possible differences



Instructor: Stefan Linnhoff, PhD.
Dept.: Department of Management, Marketing and Business Administration

Class time: 12:30-1:45PM Tue & Thu
Room: BB 251

Instructor: Stefan Linnhoff, PhD.
Office: Room BB 409C

Email: slinnhoff@murrastate.edu = preferred means of contact
Phone (270)-809-6208 (office)

Office hours: Mon -
Tue 10:45-11:45AM, 1:45-3:30PM, 4:45-5:15PM
Wed 9:00AM-10:45PM
Thu 10:45-11:45AM, 1:45-3:30PM, 4:45-5:15PM
Fri 9:00AM-10:45PM
or by arrangement

- On occasion, I might have to attend department/ faculty meetings during my office hours. If so, I will always attach a note to my door/ inform when I will be back.

Catalog Description:

This course is a study of the fundamentals of successful retail store management and merchandising. Some of the topics discussed are store organization, location, layout, fixtures and equipment. Aspects of merchandise planning and control, buying, sales promotion and customer services are emphasized.

Purpose of the Course:

The purpose of this class is: (i) to provide students with a basic understanding of retailing concepts and tools and to explore marketing's role in the organization and (ii) to help students develop some of the skills, abilities, and understanding needed in the "real world" of retailing.

Accredited by AACSB-International—The Association to Advance Collegiate Schools of Business  
Undergraduate Business: Accredited Since 1976 MBA: Accredited Since 1981 MSIS: Accredited Since 2008

### **Course Objectives:**

At the conclusion of the semester, students should be able to:

1. Understand the elements of the retail mix. (Assurance of Learning Goal 1)
2. Know the various types of retail locations. (Assurance of Learning Goal 1)
3. Know the factors that are to be taken into consideration in retail site selection. (Assurance of Learning Goal 1)
4. Understand the calculation of gross margin percentage and inventory turnover and why those calculations are important to retailers. (Assurance of Learning Goals 1 & 2)
5. Understand how effective logistics strategies contribute to retailing success. (Assurance of Learning Goal 1)
6. Understand the trade-offs between variety, assortment, and product availability. (Assurance of Learning Goal 1)
7. Understand how to calculate markups and markdowns. (Assurance of Learning Goals 1 & 2)
8. Know the different types of store layout and design. (Assurance of Learning Goal 1)
9. Know the different types of store fixtures. (Assurance of Learning Goal 1)
10. Understand the ethical issues that surround the practice of marketing and retailing. (Assurance of Learning Goal 4)

### **Assurance of Learning**

**Bachelor of Arts in Business (BAB) and Bachelor of Science in Business (BSB) programs:** Graduates of the Bachelor of Arts in Business (BAB) and Bachelor of Science in Business (BSB) programs shall be able to:

#### **Goal 1: Fundamental Knowledge**

- Demonstrate a fundamental knowledge of the core business disciplines.

#### **Goal 2: Problem-Solving and Decision-making**

- Demonstrate effective problem solving and decision making skills in business situations.

#### **Goal 3: Information Technology**

- Apply information technology tools appropriately in the analysis of business problems.

#### **Goal 4: Ethical Issues**

- Perform a structured analysis of ethical issues in business.

#### **Goal 5: Global and Multicultural Dimensions**

- Demonstrate knowledge of the global and multicultural dimensions of the modern business environment.

#### **Goal 6: Oral and Written Communication**

- Communicate effectively in oral and written formats.

#### **Goal 7: Foreign Language [Bachelor of Arts in Business Programs Only]**

- Understand, speak, read, and write a second language at the intermediate level.

### **Instructional Activities:**

Lectures & Powerpts., team work & discussion assignments related to retailing cases (including application of GIS, SPSS), and four 100-point exams.

Accredited by AACSB-International—The Association to Advance Collegiate Schools of Business  
Undergraduate Business: Accredited Since 1976 MBA: Accredited Since 1981 MSIS: Accredited Since 2008

### Examinations:

A total of **four examinations** will be given during the semester. Examinations usually are composed of at least 50 multiple choice & T/F questions.

The specific composition of a given examination will depend on the nature of the material to be covered and the learning objectives established for the course.

### Make-up tests:

Make-up exams will only be granted in exceptional cases.

### Extra work:

Students will principally not be allowed to perform additional work (beyond the course requirements) for the purpose of improving grades.

### Grades:

The course grade will be based on the following:

	Qty.			Total	Format
Syllabus quiz	1	1%	1%		online only Extra credit: +1 pt. <i>if taken with Tegrity</i>
Exams (incl final)	4	18.5% each	74%		in-class or online (See BELOW)
Team assignments <sup>1</sup>	5	3.33% each	20%		<b>indiv.</b> submission (online or in class): <b>90 pts max</b> ; <b>team</b> submission (2-5; online or in class): <b>105 pts. max<sup>2</sup></b> => you are to learn to work in teams!
Career prep homework:	1	5%	5%		online
- Submit resume to <a href="mailto:msu.eresume@murraystate.edu">msu.eresume@murraystate.edu</a> to receive feedback					

Extra credit (TBA; **+3 max**)

Total 100

Grading Scale, traditional : 90-100 = A; 80-89.99 = B, 70-79.99 = C etc.

### Exam can be taken during regular class time OR online – it is your choice.

All exams will be posted on CANVAS. => You may contact me if you have **technical** difficulties.

EXAM 1: in class OR online/ Canvas **WITH TEGRITY CLOSED** book

EXAM 2: in class OR online/ Canvas (NO Tegrity!) OPEN book

EXAM 3: in class OR online/ Canvas (NO Tegrity!) OPEN book

EXAM 3: in class OR online/ Canvas (NO Tegrity!) OPEN book

<sup>1</sup> Assignments can be done in teams or individually, 2-5 team members

<sup>2</sup> IF you are at an **off-site campus & are unable to collaborate with someone**, mark “no team opportunity” on your assignment & you can get up to 105 pts!

Accredited by AACSB-International—The Association to Advance Collegiate Schools of Business  
Undergraduate Business: Accredited Since 1976 MBA: Accredited Since 1981 MSIS: Accredited Since 2008

### **Team assignments:**

Team members will be working in class on retail cases to deepen their understanding of the retail realm. Assignments require the application of knowledge previously obtained in class.

### **Further rules for team assignments:**

I will post the team exercise on Canvas on the day the exercise takes place

**If you cannot attend**, you can email me the answers to the team exercises by 3PM the day after the exercise was scheduled.

If you cannot attend **you have to notify me in advance**; otherwise the highest grade you can get is a 90; Exceptions from these provisions (long-term, sudden illness etc) do apply.

**Excused absence from team exercise:** If you cannot attend & you provided me with a viable reason, you can get up to 105 pts.. If you attend you will be rewarded with an extra 5 pts. per team exercise - an incentive for students to make an effort to actually attend (= 105 pts. max.).

Those students attending the exercise receive a team grade; those students who are absent & submit the answers later receive an individual grade.

### **Presentations:**

**In case a guest speaker is invited, the student's attendance is, indeed, expected. An unexcused absence will result in -5 pts. from the student's term grade.**

### **Attendance**

Regular attendance is necessary and expected.

**TWO UNexcused** absences are allowed. **Any additional unexcused absence leads to a 10 point reduction of the student's final grade** (e.g. 2 unexcused absences = final grade minus 20 pts.).

Attendance will be taken at the beginning of class. Late arriving students are responsible for having the instructor add their attendance at the end of class. **Attendance will not be credited if a student arrives more than 10 min late (unexcused)**. Only viable excuses qualify for an excused absence. Students are to provide written proof (e.g. doctor's note, note of the athletic coach etc) on request. It is the student's responsibility to notify the instructor ASAP about the reason for an absence.

### **Course material:**

PowerPts., Tasks and other course material will be posted on CANVAS. Handouts of the powerpts. will be issued at the beginning of class.

### **Appeals and Grievance Procedure:**

The appeals and grievance procedure for the College of Business and Public Affairs at Murray State University and for Murray State University can be found at the following URLs:

<http://www.murraystate.edu/cbpa/PDF/Appeals.pdf>

<http://www.murraystate.edu/academics/ContinuingEducation/distanceLearning/CorrespondenceCourses/PoliciesProcedures.aspx>

### **Code of Ethics:**

Accredited by AACSB-International—The Association to Advance Collegiate Schools of Business  
Undergraduate Business: Accredited Since 1976 MBA: Accredited Since 1981 MSIS: Accredited Since 2008

The code of ethics for the College of Business and Public Affairs at Murray State University can be found at the following URL: <<http://www.murraystate.edu/cbpa/PDF/Ethics.pdf>>

### **Academy Honesty Policy:**

Murray State University takes seriously its moral and educational obligation to maintain high standards of academic honesty and ethical behavior. Instructors are expected to evaluate students' academic achievements accurately, as well as ascertain that work submitted by students is authentic and the result of their own efforts, and consistent with established academic standards. Students are obligated to respect and abide by the basic standards of personal and professional integrity.

#### **Violations of Academic Honesty include:**

**Cheating** - Intentionally using or attempting to use unauthorized information such as books, notes, study aids, or other electronic, online, or digital devices in any academic exercise; as well as unauthorized communication of information by any means to or from others during any academic exercise.

**Fabrication and Falsification** - Intentional alteration or invention of any information or citation in an academic exercise. Falsification involves changing information whereas fabrication involves inventing or counterfeiting information.

**Multiple Submission** - The submission of substantial portions of the same academic work, including oral reports, for credit more than once without authorization from the instructor.

**Plagiarism** - Intentionally or knowingly representing the words, ideas, creative work, or data of someone else as one's own in any academic exercise, without due and proper acknowledgement.

Disciplinary action may include, but is not limited to the following:

- 1) Requiring the student(s) to repeat the exercise or do additional related exercise(s).
- 2) Lowering the grade or failing the student(s) on the particular exercise(s) involved.
- 3) Lowering the grade or failing the student(s) in the course.

**If the disciplinary action results in the awarding of a grade of E in the course, the student(s) may not drop the course.**

Faculty reserve the right to invalidate any exercise or other evaluative measures if substantial evidence exists that the integrity of the exercise has been compromised. Faculty also reserve the right to document in the course syllabi further academic honesty policy elements related to the individual disciplines. A student may appeal the decision of the faculty member with the department chair in writing within five working days. Note: If, at any point in this process, the student alleges that actions have taken place that may be in violation of the Murray State University Non-Discrimination Statement, this process must be suspended and the matter be directed to the Office of Equal Opportunity. Any appeal will be forwarded to the appropriate university committee as determined by the Provost.

<http://www.murraystate.edu/academics/ContinuingEducation/distanceLearning/CorrespondenceCourses/PoliciesProcedures.aspx>

### **Strategic Plan:**

The strategic plan for the College of Business and Public Affairs at Murray State University can be found

Accredited by AACSB-International—The Association to Advance Collegiate Schools of Business  
Undergraduate Business: Accredited Since 1976 MBA: Accredited Since 1981 MSIS: Accredited Since 2008

at the following URL: <

<http://www.murraystate.edu/Academics/CollegesDepartments/CollegeOfBusiness/strategicplan0914.aspx>

**Special Assistance:**

Students requiring special assistance due to a disability should inform the instructor as soon as possible.

**Observance of religious holidays:**

All religious holidays will be respected to the greatest extent possible. If class assignment due dates, tests, or other requirements of this class conflict with your observation of a religious holiday, you must notify the instructor a minimum of two weeks in advance so that alternate plans/arrangements may be made. Such advance arrangements will insure that you are afforded equal opportunity and treatment with your fellow students.

**Changes in the syllabus:**

The class requirements, allocation of pts., class schedule, or other aspects of the syllabus are subject to change as dictated by the needs of the specific class and any unforeseen circumstances that may arise.

**Non-Discrimination Statement (beginning July 1, 2013)**

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities. For more information, contact the Executive Director of Institutional Diversity, Equity and Access, 103 Wells Hall, (270) 809-3155 (voice), (270) 809-3361 (TDD).

This non-discrimination policy statement can be found at:

<http://www.murraystate.edu/HeaderMenu/Administration/OfficeOfInstitutionalDiversityEquityandAccess/AffirmativeActionSexualHarassmentAndGrievances/NonDiscriminationStatement.aspx>

See also:

<http://www.murraystate.edu/HeaderMenu/Administration/OfficeOfInstitutionalDiversityEquityandAccess.aspx>

Accredited by AACSB-International—The Association to Advance Collegiate Schools of Business  
Undergraduate Business: Accredited Since 1976 MBA: Accredited Since 1981 MSIS: Accredited Since 2008

**Class Schedule and Outline<sup>3</sup> – check Canvas for more detailed info/ changes in schedule!!**

Week	Date		Day	Chapters	Exams & Assignments
1	Jan	19	Tue	Introduction	<b>Syllabus quiz<sup>4</sup></b>
				1	
2		26	Tue	1 cont'd	
				18	
3	Feb	2	Tue	2	
				3	
4		9	Tue	4	
		11			Assignment (team) 1 <sup>5</sup>
5		16	Tue	<b>Exam 1; on chap. 1-4, 18</b>	
		18			
6		23	Tue	5	
		25		6	
7	Mar	1	Tue	6 cont'd	
		3			Assignment (team) 2
8		8	Tue	7, 8 (= easy!)	
					Assignment (team) 3
9		15	Tue	<b>Exam 2; on chap. 5-8</b>	
		22	Tue	<b>SPRING BREAK</b>	
10		29	Tue	10	
				11	
11	Apr	5	Tue	12	Career prep hone work
				13	Assignment (team) 4
		12	Tue	<b>Exam 3; on chap. 10-13</b>	
13		19	Tue	14 (pricing)	
				15	
14		26	Tue	16	
				17	
15	May	3	Tue	18	Assignment (team) 5
				<b>Exam 4<sup>6</sup>, on chap.14-17</b>	

All exams are posted on CANVAS; at least 50 T/F & multiple choice, worth 2 pts.each

<sup>3</sup> This schedule may be subject to change. Changes will be posted on Canvas and announced via email.

<sup>4</sup> **Will become active on Wed, 3PM; due: next Mon, 11AM**

<sup>5</sup> All assignments will be posted on Canvas; in-class team assignment-105 pts. max, online submission: 90 point max (= incentive to come to class!)

<sup>6</sup> Non-cumulative final exam