



School of Business Administration

UNIVERSITY OF SOUTH CAROLINA AIKEN

Spring 2012 Syllabus

Course: AMKT 551
Credit Hours: 3
Course Title: Retailing Management
Prerequisite: ABUS 350
Class Time: T Th 10:50-12:05
Class Location: B&E 237
Instructor: Dr. Richard Heiens
Office: B&E 103
Phone: 641-3238
E-Mail: RichardH@USCA.edu
Office Hours: T Th 10:15-10:45; 12:05-1:35; online daily

Required Text: Patrick M. Dunne, Robert F. Lusch, and James R. Carver (2011)
Retailing, 7th Edition, South-Western Cengage Learning.

School of Business Administration Mission Statement: The School of Business Administration focuses on creating a caring learning environment in its accredited undergraduate program. The program prepares students to successfully meet the dynamic global, technological, and ethical challenges of business and society.

Course Description: A comprehensive course emphasizing the specific activities of management, merchandising, and promotional functions required of the retail outlet with a competitive business environment.

Course Objectives: The primary objective of this course is to teach students the basic principles and techniques of retail management. Upon completion of the course, students should be familiar with the concepts of site selection, customer analysis, store layout and design, and merchandise buying and handling.

Specific Learning Objectives:

- 1) Present an integrative view of retailing that blends strategic market planning issues with market programming issues. i.e. to translate strategic concerns into tactical operating issues.
- 2) Emphasize the impact of the consumer, competition, and the technological environments on retail institutions.
- 3) Provide balanced coverage of different types of retail institutions: national and international, small and large, and emerging trends such as home shopping, direct mail, and service specialty retailing.
- 4) Stress the key role played by issues such as consumer behavior, technology, and marketing research in formulating retail strategy.
- 5) Be familiar with the language of retailing and its place in the marketing channel.
- 6) Understand retail image in relation to market position.
- 7) Develop an appreciation for the retail environment and its impact on retailing, and the need to plan for the future and manage change.
- 8) Discuss various types of retail stores, ownership patterns, and nonstore retailing.
- 9) Identify the dynamics of the international expansion of retailing.
- 10) Discuss human resource management in retailing.
- 11) Understand factors affecting consumer decisions, and their decision-making process.
- 12) Define the trading area for retailing and the importance of an appropriate site location. Identify various types of methods for selecting the site.
- 13) Identify the variables affecting the store design.
- 14) Discuss Merchandise Management; Planning, Budgeting, Pricing, Visual Advertising Promotion, and Sales and Service strategies. Understand the merchandise selection process and the importance of displaying it (visual merchandising).
- 15) Understand the importance of physical distribution and distribution strategies in retailing.
- 16) Discuss opportunities in starting a retail business.
- 17) Discuss future trends in retailing.

Course Activities to Meet Objectives:

1. Research Reports/Presentations

Students are required to submit a written research report on a retailing management related topic, and give an in-class presentation on their findings.

Report Format:

Select a local store, regional retail chain, national retail chain, shopping center, or business district and complete a detailed analysis covering:

- (a) The target market
- (b) Growth objectives
- (c) Competing stores, shopping centers, or districts
- (d) Factors considered in site location
- (e) Advertising and promotion techniques

The report should be neatly typed, well organized, visually appealing, legible, and free of all errors in grammar and spelling. The instructor looks for organization, understanding, originality, depth of coverage, and clarity of exposition.

The reports should be a minimum of 10 pages long and should cover the subject adequately. Written reports are due on the assigned date – **no exceptions**.

2. Examinations

Three regular examinations and a final examination will be required on the specified examination days. **No makeups will be given.**

3. Participation

Participation, which includes, but is not limited to, attendance, shall be evaluated at the instructor's discretion. **There are no excused absences.**

Failure to adhere to course policies and requirements may result in forfeiture of this grade component.

No audible cell-phones or pagers are allowed in class.

Grading:	90 – 100	A	Exam 1	18%
	88 – 89.99	B+	Exam 2	18%
	80 – 87.99	B	Exam 3	18%
	78 – 79.99	C+	Final Exam	18%
	70 – 77.99	C	Research Report	20%
	68 – 69.99	D+	Presentations	4%
	60 – 67.99	D	Participation	4%
	0 – 59.99	F		

No incompletes will be given

Course Schedule:

Week	Date	Chapters	Topics
1	1/10 1/12	Introduction Chpt. 1	Perspectives on Retailing
2	1/17 1/19	Chpt. 2 Chpt. 3	Retail Strategic Planning and Operations Management Retail Customers
3	1/24 1/26	Review Exam 1	Chapters 1, 2, 3
4	1/31 2/2	Chpt. 4 Chpt. 5	Evaluating the Competition in Retailing Managing the Supply Chain
5	2/7 2/9	Chpt. 6 Chpt. 7	Legal and Ethical Behavior Market Selection and Retail Location Analysis
6	2/14 2/16	Review Exam 2	Chapters 4, 5, 6, 7
7	2/21 2/23	Chpt. 8 Chpt. 9	Managing a Retailer's Finances Merchandise Buying and Handling
8	2/28 3/1	Chpt. 10 Review	Retail Pricing
9	3/6 3/8	Spring Break Spring Break	No classes No classes
10	3/13 3/15	Exam 3 Chpt. 11	Chapters 8, 9, 10 Advertising and Promotion
11	3/20 3/22	Chpt. 12 Chpt. 13	Customer Services and Retail Selling Store Layout and Design
12	3/27 3/29	Chpt. 14 Presentations	Managing People Research Papers Due
13	4/3 4/5	Presentations Presentations	
14	4/10 4/12	Presentations Presentations	
15	4/17 4/19	Presentations Review	
16	4/24 4/26	Reading Day Reading Day	No Classes No Classes
17	5/1	11:00 Exam 4	Chapters 11, 12, 13, 14

If you have a physical, psychological and/ or learning disability which might affect your performance in this class, please contact the Office of Disability Services, 126A B&E, (803)641-3609, as soon as possible. The Disability Office will determine appropriate accommodations based on medical documentation.