Marketing
COURSE NUMBER: 33:630:368
COURSE TITLE: Retail Marketing

COURSE DESCRIPTION

This course teaches students to apply basic marketing knowledge, research tools and methods to the specifics of the retail channel. Practical knowledge will allow you to apply retail management strategies with vendors, customers, associates, and other industry stakeholders. We explore digital technology that is changing the retail shopping experience and buyer / shopper behavior.

Basics of merchandise planning, control, and distribution will be explored in practical real life retail experiences. The impact of external forces that are exponentially occurring, such as cultural, social, economic, legal, political, and environmental will be explored that impact the retail industry. Students will be able to demonstrate effective leadership, teamwork, and communication skills. The course is well suited to prepare students for careers as a vendor, buyer, or retailer of consumer goods and services.

COURSE MATERIALS

- Other Readings: Industry journals listed on class website
- Software: MS Office Suite (Word, Excel, Power Point)
- Check Blackboard (blackboard.rutgers.edu) and your official Rutgers email account regularly.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge in the following area(s):
Upon course completion, students will be able to:
- Learn basic retailing principles and the scope of retailing activities involved in the retail industry.
- Understand current technology along with future trends such as mobile, digital, beacon, etc.
- Apply consumer and shopper behavior concepts to store design, merchandising private label branding, loyalty programs and other customer touch points.
- Changing and merging retail distribution channels (channel blurring)
- Understand new and diverse retail formats such as small format, pop-up, click and collect.
- Understand terminology, components and emerging promotional strategies in the retail environment.
- Understand omni-channel strategies and tactics affecting the total customer experience.
- Identify career opportunities in retail organizations available to graduates with academic retailing credentials.
Students who complete this course will demonstrate the following:

- Understand the interplay of ecommerce and physical retail.
- An understanding of the difference between shoppers and consumers.
- Applying technology to the Path to Purchase in the retail environment to understand shopper behavior in order to drive trial and repeat purchase.

Students develop these skills and knowledge through the following course activities and assignments:

- The capstone project, “Building a Retail Store”, will take the student from learning concepts to the application of the concepts through the creation of a retail concept and marketing plan. Industry professionals will provide students with real world experiences in this process.

PREQUISITES

33:630:301 Intro to Marketing

ACADEMIC INTEGRITY

_I do NOT tolerate cheating._ Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/files/documents/AI_Policy_2013.pdf). I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through _SafeAssign_ or _Turnitin_, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Blackboard as far in advance as possible. If you are to be absent, report your absence in advance at https://sims.rutgers.edu/ssra/. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send an email with full details and supporting documentation within 2 days of your first absence.
- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Expect me to arrive on time for each class session. I expect the same of you. If you will be late for class, notify me via email.
- Expect me to remain for the entirety of each class session. I expect the same of you. If you are going to leave early, then notify me before the start of class.
- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 1 hour-20 minute class session, you have prepared by studying for at least twice as many hours.
• Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

CLASSROOM CONDUCT

• Cell phones (all types) are prohibited in class. Please make sure these are turned off and put away before class begins. No email, texting, tweeting, et al, or web surfing will be allowed in this class out of respect for others. Laptops and tablets are allowed ONLY when I deem them necessary for in class work, otherwise the same rules apply as to cell phones.
• Students should arrive on time. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
• Students are expected to participate in a business-like manner during in-class discussions and exercises. Be conscientious both in giving feedback to the professor and other students in class.
• Refrain from bringing food & drink into class.
• Side conversations and sleeping are strictly prohibited
• Conform to class rules regarding name cards and seating arrangements.

EXAM DATES AND POLICIES

Midterm Exam Date: Wednesday, October 14 The exam is closed book and the format will be multiple choice questions with tie-backs to Learning Objectives in the text. Details will be discussed in class and posted on Blackboard for preparation guidance.

This class has a comprehensive Term Project, in lieu of a final exam. This capstone project, “Building a Retail Store”, will take the student from learning concepts to the application of the concepts through the creation of a retail concept and marketing plan. Industry professionals will provide students with real world experiences in this process.

During exams, the following rules apply:
• If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
• No cell phones or other electronics are allowed in the testing room.
• You must show a valid Rutgers photo ID to enter the room and to turn in the exam.
• Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.
• Your exam will not be accepted unless you sign the Honor Pledge
**GRADING POLICY**

Course grades are determined as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Nature of Assignment</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td><strong>Class Participation</strong></td>
<td>Critical Thinking and Problem Solving is a common thread throughout this class. Class participation means reading and understanding the readings for the class, completing any assignment required for in class discussion, blog posts and comments, actively participate in the class (whether it is answering questions, posing questions, presenting information, group participation, etc.) and attendance. You will be graded on the extent to which you participate as outlined above and on the quality of your insights, problem solving and critical thinking. This will be discussed in more detail in class and you should ask any questions if you are not clear on Class Participation.</td>
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<tr>
<td><strong>Attendance</strong></td>
<td>Attendance is required for this course and therefore every unexcused absence OR abuse of the excused absence will result in a deduction of 5 points off your total grade. For an excused absence, (1) you need to notify me via email and (2) submit the required assignment(s) due during your absence. You should also obtain class notes and/or handouts from your classmates. This will insure you understand the material covered during your absence. Extenuating Circumstances - If you have extenuating circumstances prior to the start of the semester, discuss these with me after the first day of class. If extenuating circumstances develop during the semester, this needs to be discussed immediately via telephone.</td>
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<tr>
<td><strong>Quizzes and Assignments</strong></td>
<td>These may be End of Chapter questions, Industry articles, Assignments I create to tie in chapter learning objectives and other retail related marketing information I provide. Quizzes are True/False or Multiple Choice.</td>
<td>20%</td>
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<tr>
<td><strong>Midterm Exam</strong></td>
<td>The format will be multiple choice questions with tie-backs to Learning Objectives in the text. Details will be discussed in class and posted on the class web site for preparation guidance.</td>
<td>20%</td>
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<tr>
<td><strong>Term Project (Group)</strong></td>
<td>“Building” a Retail Store. This is the capstone assignment that encompasses all of what we have learned during the semester. Details will be discussed in class and the outline posted on the class site. This is a comprehensive Term Project and requires work throughout the entire semester with tie-backs to the chapter learning objectives. Deliverables will be thoroughly discussed at the beginning of the semester and are clearly articulated in “Term Project” on Blackboard.</td>
<td>20%</td>
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</table>
Term Project (Individual) | This will be 4-5 pages in length and will be on Shopper Marketing encompassing The Trip Mission and key shopping behaviors, Channel Selection, Store Selection, Product Bundles and Basket Size. Deliverables are clearly articulated in “Term Project” on Blackboard. | 15%
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- No extra credit.
- Grades will be posted on Blackboard within a week quizzes, tests and assignments of posting.
- Graded items are returned via Blackboard.
- There will be no review of assignments before final submission.
- The Term Project will have 2 milestones… which will be in class presentations, This will be your opportunity to receive my feedback.
- Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

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COURSE SCHEDULE

33-630-368 Retail Marketing
Schedule Topic Coverage Matrix Fall 2014

<table>
<thead>
<tr>
<th>Week</th>
<th>Week of</th>
<th>* Topic Coverage</th>
<th>Prior to Class Reading</th>
<th>** Quizzes, Assignment(s) Due</th>
<th>*** In-Class and/or Threaded Discussions</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1- Sep</td>
<td>Article selection and discussion related to current retail trends.</td>
<td></td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>2</td>
<td>8-Sep</td>
<td>An Introduction to Retailing</td>
<td>1</td>
<td>Team creation and preliminary site selection and retail concept. Quiz Ch 3, field work…</td>
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<tr>
<td>3</td>
<td>15-Sep</td>
<td>Strategic Planning in Retail</td>
<td>3</td>
<td>Identifying strategy by retail banner</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Assignment/Draft</td>
<td>Discussion/Article Selection</td>
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<tr>
<td>4</td>
<td>22-Sep</td>
<td>Retail Institutions Store-Based Strategy Mix</td>
<td>Quiz Ch 5, Retail Institutions by Store Based Strategy Mix; Retail Field Assignment.</td>
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<td></td>
<td></td>
<td>Trade Area Analysis, Site Selection</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>5</td>
<td>29-Sep</td>
<td>Trade Area Analysis, Site Selection</td>
<td>Build a Store DRAFT Trade Area Analysis, Site Selection for concept.</td>
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<td></td>
<td></td>
<td></td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>5</td>
<td>29-Sep</td>
<td>Quiz Chap 7- Perceived Risk and Consumer Decision Process (Path to Purchase).</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>6</td>
<td>6-Oct</td>
<td>Midterm. Chap 1,3,5,9,10.</td>
<td>Quiz Chap 8</td>
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<td></td>
<td></td>
<td>Identifying and Understanding Consumers; Current industry news report.</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<td>7</td>
<td>13-Oct</td>
<td>Gathering &amp; Processing; Information</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>7</td>
<td>13-Oct</td>
<td>Quiz Chap 7- Perceived Risk and Consumer Decision Process (Path to Purchase).</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>8</td>
<td>20-Oct</td>
<td>Developing Merchandise Plans</td>
<td>Assignment - Mdse Plan Parts 1,2 of 3 Build a Store DRAFT Merchandise Plan for concept (Includes elements of Ch 7,8,14,15) Category price points spreadsheet, SRP, Gross Margin.</td>
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<td>9</td>
<td>27-Oct</td>
<td>Financial Merchandise Management</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<td>10</td>
<td>3-Nov</td>
<td>Implementing Merchandise Plans</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>11</td>
<td>10-Nov</td>
<td>Financial Merchandise Management</td>
<td>Article selection and discussion related to current retail trends, current &amp; emerging retail technology.</td>
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<tr>
<td>12</td>
<td>17-Nov</td>
<td>Shopper Marketing PDF Document on Blackboard</td>
<td>Incorporate Shopper Marketing concepts.</td>
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<tr>
<td>13</td>
<td>24-Nov</td>
<td>Developing Promotional Plans</td>
<td>Term Assignment (INDIVIDUAL) Due. Retail Marketing Plan Final - Plan &amp; Presentation</td>
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<tr>
<td>14</td>
<td>1-Dec</td>
<td>Term</td>
<td>* * * May be articles, blog posts, short white papers, videos, etc.</td>
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<tr>
<td>15</td>
<td>8-Dec</td>
<td>Assignments(Individual) Presentations</td>
<td>* Changes in industry dynamics during the semester may affect assignment content in</td>
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<tr>
<td></td>
<td></td>
<td>* * * Changes in industry dynamics during the semester may affect assignment content in</td>
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</table>
This class meets twice a week. Week of represents Monday, the first day of the week. "Prior to Class Readings" are due Wednesdays. Quizzes, Assignment(s) Due dates may be Wed and/or Fri and will be announced the week prior. Please note that is is a guide and is subject to change. See Blackboard for details. Schedule will change based on guest speaker schedule and availability.
SUPPORT SERVICES


If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/.

If you are in need of mental health services, please use our readily available services.
• Rutgers Counseling and Psychological Services – New Brunswick: http://rhscaps.rutgers.edu/.

If you are in need of physical health services, please use our readily available services.
• Rutgers Health Services – New Brunswick: http://health.rutgers.edu/.

If you are in need of legal services, please use our readily available services: http://rusls.rutgers.edu/

If you are in need of additional academic assistance, please use our readily available services.
• Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/

Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

Students must sign, date, and return a statement declaring that they understand this syllabus.