Course Overview:

This course is designed to familiarize students with the principles and decisions involved in operating a retail firm. The course primarily focuses on Business-to-Consumer (B2C) decision areas including consumer service decisions and focus on decisions about ownership, location, layout, organization, personnel, merchandise control, pricing, sales promotion, traditional and e-commerce marketing strategies, and channel development considerations.

Pre-Requisites/Co-Requisites:

MKTG 304 and junior standing or higher is required.

Required Texts (and Related Materials):

- The bookstore has a customized version of the text at a relatively lower price.

Location of Course Materials:

All course material (lectures, discussion topics, news, etc.) and additional required readings will be posted on D2L; all articles are available as .pdfs through the SIU Library and may also be posted.

Course Objectives

Upon successful completion of MKTG 401, students will have learned and demonstrated:

- how to build and sustain relationships in retailing
- methods of analyzing trading areas
- an understanding of firm productivity analysis and its implications
- how to design overall retail strategy and assess its effectiveness
Student Expectations (Classroom Policies)

Prior to Class:
The format of this class necessitates participation and preparedness on the part of the student. You must read all materials prior to class and complete all assignments. I expect students to treat this course like a job: be professional in your speech, your writings, and your behavior, be on time, and be prepared. You must read the assigned materials BEFORE class.

During the class:
To ensure that everyone has an equal opportunity to benefit from class, students should observe common courtesy and respect the rights of others. Some professional courtesy rules that should be observed in the classroom are:

1) Please turn off all cell phones and electronic equipment out of respect for the professor and other students whereby electronic devices are only allowed for note-taking and general classroom use.
2) Do not surf the internet, use instant messaging, or text message others during class if you chose to use your laptop/tablet for note taking.
3) Come to class on time. If you arrive late, please try to minimize the disruption to your classmates while you find a seat.
4) Don’t get up and leave once you are in class. Getting up and leaving class for any reason is disruptive, no matter how quiet you try to be.
5) During the course of the semester, the class schedule may change. It is your responsibility to be aware of any changes that may occur. Check the course website frequently.
6) Classroom lectures and discussion may not be audio-recorded without prior permission from the instructor.

Academic Honesty Policy:
All university, college, and departmental policies on academic honesty will be strictly enforced. The consequence of academic dishonesty is failure in the course and referral of the case to the Dean of the college for additional disciplinary action. Please see the College of Business Administration’s academic dishonesty policy in your student handbook.

For Athletes:
Turn in your forms, with your schedule of events, by the end of the first week of classes. This allows the instructor to adjust your attendance and avoid marking you as absent. If you are marked absent because you did not submit your form prior to the deadline, the score of zero for the missed day will be used to calculate your contribution grade.

Emergency Procedures
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at http://www.bert.siu.edu/ Department of Public Safety's website http://www.dps.siu.edu/ (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.
Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

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**Course Methodology**

This is an on-ground class and will be taught using the textbook and online resources. Class time will be spent hearing lectures, engaging in discussion, and participating in group activities.

**Grading and Evaluation Criteria**

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

**Class Presentations**

Presentation #1: Each student will research and analyze five unusual retailing marketing examples (e.g., marketing techniques, store layouts, formats, etc.), and make recommendations.

Presentation #2: Each student will choose a nationally-known retail store and present competitive analysis (industry backgrounds, competitions analysis, and SWOT).

Presentation #3: Each student will provide market trend analysis and recommendations for his/her choice of retail store from the presentation #2.

**Final Course Grades**

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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</thead>
<tbody>
<tr>
<td>450-500 Points</td>
<td>A</td>
</tr>
<tr>
<td>400-449 Points</td>
<td>B</td>
</tr>
<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
<tr>
<td>300-349 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 300 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, exams, and presentations. A detailed description of each of the assessed activities can be found after the scoring summary table below.
Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam #1</td>
<td>100</td>
</tr>
<tr>
<td>Exam #2</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Presentations (50 points per each)</td>
<td>150</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500 pts</strong></td>
</tr>
</tbody>
</table>

Course Activity / Summary Schedule

8/25   Introduction + Overview of the course
8/27   CH1 Introduction to Retailing
9/01   CH2 Building and Sustaining Relationships in Retailing
9/03
9/08   CH3 Strategic Planning in Retailing
9/10
9/15   CH4 Retail Institutions by Ownership
9/17   Presentation #1
9/22   Exam #1 (Ch1,2,3,4)
9/24   CH5 Trading-Area Analysis
9/29
10/01  CH6 Site Selection
10/06
10/08  CH7 Operations Management: Financial Dimensions
10/13  ----------------------------------------Fall Break (No class)---------------------------------------
10/15
10/20  CH8 Operations Management: Operational Dimensions
10/22
10/27  CH9 Developing Merchandise Plans
10/29   Presentation #2
11/03   Exam #2 (Ch5,6,7,8,9)
11/05  CH10 Implementing Merchandise Plans
11/10
11/12  CH11 Financial Merchandise Management
11/17
11/19  CH12 Pricing in Retailing
11/24
11/26 ----------------------------**Thanksgiving Vacation(No class)**-------------------------------
12/01 CH13 Establishing and Maintaining a Retail Image
12/03
12/08  CH14 Integrating and Controlling the Retail Strategy
12/10  Presentation #3
12/15  Final Exam (Ch10,11,12,13,14)

**Course Policies**

**Attendance:**
Attendance at all class meetings is highly encouraged. You are responsible for all material covered in class as well as the material in the textbook. Some of the exam questions will come directly from class discussions.

**Participation:**
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected to participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in threaded discussion events (both formal and informal).

**Extra Credit:**
Opportunities for extra points may be available, but only to those who are present and actively participating in class.

**Reporting Illness or Absence:**
Please do not wait until the last day to submit assignments or to take exams. If an emergency should arise, it is the student's responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) Instructor contacted prior to the due date.

**Syllabus Changes:**
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.