Seattle University
Marketing 354: Introduction to Retailing Management
Winter 2014

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206-390-6630 (cell)
Pigott 204
Tuesday/Thursday 10:15AM-12:15PM
Office hours: 8-10 AM or by appointment


COURSE OBJECTIVES: This course is designed to familiarize you with the essential elements of retailing, from both a strategic and tactical/executional perspective. You will be given the framework and methodology to assess retail issues, opportunities and key decisions. Specifically, the course is designed to assist in:

- Analyzing the retail process.
- Learning about key retail management decisions that provide customer value and competitive advantage.
- Formulating and developing key retail strategies.
- Understanding and application of key analytical tools.
- Development of a retail business plan.
- Description of category retailers
- Discussion of how technology continues to change the world of retailing and blurs the lines between established business models.

EVALUATION OF STUDENT WORK:
You will be evaluated from a number of different dimensions including: class participation, assignments, tests and group projects. Successful completion of the course will be based on your contribution to each dimension.

Class participation: Attendance is important. Participation with insightful comments, experiences or thoughtful questions is expected. Illness and other emergencies are excused. Be on time, as late attendance disrupts the learning process for everyone. At the beginning of each class, we will discuss current retailing issues and how they might relate to the session’s focus topic. Please bring a current newspaper or magazine article about retailing for class discussion. Assigned reading should be completed before each class. To ensure dedicated attention to teaching and student comments, electronic device usage is prohibited.
Assignments: All assignments should be typed and double-spaced, except for numerical equations which can be handwritten. The assignments will be graded for grammar and style as well as content. All assignments are due at the beginning of class unless otherwise noted. Assignments should not exceed 2 pages.

Evaluations: There will be three examinations which will test your knowledge of the text, lectures and guest speakers. The exams will be multiple choice, short answer and/or problems. Please bring a standardized answer sheet (scantron) for each examination.

Group Project: As a group, you will prepare a business plan for a new retail store. The format in is syllabus Appendix B. Students will be randomly assigned to a group with 4 participants. Although this is a group project, you will receive an individual grade including input from fellow group members.
- Written portion (150 points)
- Oral presentation (50 points)

The oral presentation will be a 20 minute sales presentation on your retail business with 5 minutes for questions. Presentations should be organized as if speaking directly to your target customers. This is your opportunity to be creative and encourage your audience to frequent your new store.

Grading:
- Graded assignments (4) 100
- Exam #1 200
- Exam #2 200
- Exam #3 200
- Group project 200
- Class participation 100
- Total points 1000

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<tr>
<th>Percentage</th>
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<td>63.9-54.0</td>
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Disabilities: If you have, or think that you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center (Loyola 100; 206-296-5740). Disability-based adjustments to course expectations can be arranged only through this process.

Honesty: Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Punishment for dishonesty ranges from a zero for the specific assignment to expulsion from the university. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at http://www.seattleu.edu/regis/Policies/policy_2004-01.htm. If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.
The World of Retailing

1/7  Introduction & Course Overview
1/9  The Retailing World
1/14 Multichannel Retailing
1/16 Buyer Behavior

Retail Strategy

1/21  Marketing Strategy
1/23  Financial Strategy

Retail Location

1/28  Retail Location
1/30  Site Selection

Merchandising/Store Management

2/4  Retail Store Management
2/6  Supply Chain

Retail Pricing

2/25  Retail Communication Mix
2/27  Customer Service

3/4  Store Layout and Design
3/6  Retail Business Plan Presentations
3/11 Retail Business Plan Presentations
3/13 Course Review/Retailing Careers

3/18  Final Examination

Syllabus
Chapters 1 & 2
Bring retail ads, internet retail site printouts & retail catalogues/direct mail.
Chapter 3
Chapter 4
Comparison Shopping Assignment
Chapter 5
Chapter 6
Get Out and Do It, Chapter 6, Internet Exercise #2
Chapter 7
Chapter 8
Get Out and Do It, Chapter 8, Go Shopping #5 & #6
Chapters 9 & 16
Chapter 10
Chapter 11
Chapter 12
Chapter 13
Chapter 14
Chapter 15
Chapter 18
Chapter 17
In-class presentations
In-class presentations
Appendix 1A
### Appendix A

#### Case Analysis and Presentation

When evaluating retail situations or cases, you should be addressing the following areas:

- Background including organizational factors and the external environment.
- The various concerns, issues and problems evident in the situation.
- The primary problem or area of concern.
- Alternative courses of action.
- Plans for implementing the recommended course of action.
- Identification of possible follow-up issues.

In addition you should also consider:

- An evaluation of all information presented in the case.
- Listing possible problems and concerns, being sure to analyze the issues of the problem and not at resulting symptoms.
- Use textbook materials, current articles and other relevant resources (library materials, interviews, field observations) to research the situation, problems and possible alternatives.
- Be creative in developing alternative courses of action.
- Assess each alternative based on the information in the case and the criteria established.
- Be ready to defend the selected course of action.
Appendix B

Retail Business Plan

As a group, you need to prepare a retail business plan for a new store. You have been granted a business loan for $250,000. With the proper amount of documentation, you may ask for additional funding for this project. A profitable store should be your goal. Thus, keep start-up costs at a reasonable level.

Merchandise based businesses are recommended but you may also write a plan for a service retailer if that is where your interests lie. You are expected to make this project as “real” as possible and prepare a plan which you would be willing to take to a venture capitalist or banker. Use chapter 5 of the course text as a resource. Your paper should not exceed fifteen double-spaced pages (this does not include title page, table contents and appendix). Be creative.

Sections of the paper should include:

- Table of Contents
- Executive Summary
- Concept Statement and Background
  - Mission Statement
  - Key Environmental Forces (macro/micro)
  - SWOT Analysis
- Objectives & Strategies
- Retail Mix Plan
  - Merchandise Plan – include information from at least 3 vendors
  - Customer Service Plan
  - Store Location -- facilities and design (interior/exterior)
  - Pricing Strategy – industry standards, traditional pricing policies & industry mark-ups
  - Promotional Plan – research at least 3 opportunities (radio, television, newspaper, direct mail, online, magazine)
- Human Resource Plan – selection, training, compensation, job descriptions, benefits, etc.
- Financial Plan
- Implementation and Controls
Appendix C

Retail Shopping Comparison

Retailers spend a significant amount of time checking out the competition through comparison shopping. Retail managers get ideas on what merchandise to carry as well as display concepts, promotional activities, and effective presentation from their competitors. Every retailer strives to be distinctive and offer unique products and services to their targeted audience. Your assignment is to select:

Two stores selling the same classification of merchandise (i.e. Hollister and Abercrombie & Fitch)

Or

Two departments within two different department stores (Brass Plum @ Nordstrom and Junior Department at JC Penney).

Or

One department within a department store and once specialty store with the same merchandise classification (Macys Fine Jewelry and Tiffanys).

The important issue is that these two stores/departments cater to two very different market segments. For your selected retailers, prepare a chart which compares the following items:

- Type of retailer
- Location
- Store design
- Traffic pattern in-store
- Exterior/interior design and coloration
- Exterior/interior materials
- Price Levels
- Promotions
- Advertising – check newspaper, research direct mail, review online and ask store personnel
- Sales personnel – product knowledge, attentiveness, customer service orientation
- Product variety
- Inventory availability
- Other distinguishing characteristics

In addition to your comparison chart, describe the target markets addressed by each store and/or department and an overall evaluation of your shopping experience. The completed assignment should be two pages, double spaced.