

FLORIDA GULF COAST UNIVERSITY
LUTGERT COLLEGE OF BUSINESS
Department of Marketing
Syllabus and Course Calendar: Spring, 2020

COURSE NUMBER: MAR 4232 CRN 11218 W 7:30p – 10:15p, LH 2208

COURSE TITLE: Retail Management, 3 Hours

PREREQUISITES: MAR 3023 with a grade of “C” or better

INSTRUCTOR: Dr. Mark Case
LH 3303
Phone: 590-7320
E-mail: mcase@fgcu.edu

OFFICE HOURS: W,R 3:00p – 5:30p, or by appointment

REQUIRED TEXT: Levy, Weitz & Grewal, *Retail Management*, 10th Edition. McGraw-Hill.

In addition to the required text, current readings from popular press will be recommended, and made available via hyperlink in the Canvas course website. Advance notice will be given when these articles are to be used.

COURSE DESCRIPTION:

The purpose of this course is to introduce the student to the world of retailing from a managerial viewpoint. Consequently, we will study the elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. *Prerequisite(s): MAR 3023*

COURSE OBJECTIVES:

Upon successful completion of the course, students should be able to:

- 1) Demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage.
- 2) Explain how retailers use marketing communications to build a brand image and customer loyalty.

- 3) Understand the integration of merchandise management and supply chain strategies leading to excellent customer service
- 4) Understand the financial implication of strategic retail decisions
- 5) Demonstrate an understanding of decisions retailers make to satisfy customer needs in a rapidly changing and competitive environment.

COURSE REQUIREMENTS AND EVALUATION:

Regular Exams (3 @ 30 % each)	90 points
Professionalism and participation	10 points
Total Possible	100 points

Grading Scale: A = 90 – 100% B=80-89% C=70-79% D=60-69% F=59% and below

* Professional behavior is a large component of the class experience. This includes arriving for class on-time, refraining from the use of wireless communications while in class, and in general being respectful to your fellow students. While attendance is not mandatory, missing class will impact your grade because it severely impacts your ability to perform well on exams and written assignments. Exams are based partly by what is in the text, but also content from class discussion. In addition, disruptive behavior in class is unacceptable, and may result in expulsion from the class.

EXAMS

There will be three exams during the semester. The format of the exams is TBD, but may consist of a mix of multiple choice and short answer/essay. Be sure to pay attention to the final exam schedule! Unfortunately, makeup exams will not be offered for any reason.

NO BORE GUARANTEE

You are guaranteed NOT to be bored in this class. How can I make such an audacious statement? Simple. If at any time you start to wonder why sheep don't shrink when it rains, why the alphabet is in that order, or why the word abbreviation is such a long word, you have a clue that you may be getting bored. It is at this time that it is YOUR responsibility to generate/stimulate class discussion (must be topic related). If everyone follows this simple rule, no one will be bored.

ACADEMIC HONESTY:

Academic dishonesty in any form will not be tolerated and will result in a grade of "F" for the course and additional sanctions if warranted. The university policies regarding issues of academic honesty can be found in the FGCU Student Guidebook under the **Student**

Code of Conduct and **Policies and Procedures** sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU student Guidebook is available online at:

<http://studentservices.fgcu.edu/judicialaffairs/new.html>.

STUDENT DISABILITY STATEMENT:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the University's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall room 137. The phone number is 239.590.7956 or TTY 239.590.7930. Accommodation will be extended only to students who have documented the disability with the Office of Adaptive Services, and who have provided the documentation in the first week of classes.

LAST DAY TO DROP WITHOUT ACADEMIC PENALTY: March 27, 2020

DO THIS OR ELSE!

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment by answering a simple question in a quiz format. You must complete this quiz by January 14th at 11:59pm. The quiz will be domiciled on CANVAS. If you **DON'T** do this, you'll be saddled with unnecessary money problems when your financial aid is rejected. Don't shoot me, I'm just the messenger.

UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of **Title IX** of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

For insight into the FGCU General Counsel Policies, please go to the following website: <http://www.fgcu.edu/generalcounsel/policies-view.asp>.

CENTER FOR ACADEMIC ACHIEVEMENT:

The Center for Academic Achievement (CAA) provides academic support services to all FGCU students. Students can take advantage of free peer tutoring and Supplemental Instruction sessions for lower-level math and science courses, as well as workshops to facilitate the development of skills necessary for college success. If you would like to participate in any these programs, learn about tutoring services, or meet with an Academic Retention Coordinator, please visit the CAA in Library 103 or call them at (239) 590-7906. The website is www.fgcu.edu/caa.

COURSE OUTLINE AND TENTATIVE SCHEDULE:

The outline that appears in the following pages may be adjusted, ergo it is tentative. If any changes are made, they will be announced in class and/or notify you by e-mail. The column under “Assignment” contains the material for discussion on the date indicated. You really need to be prepared for class discussion by reading the assignment prior to class meeting! Doing so will maximize your ability to contribute to class discussion, and helps your classmates as well.

Meeting Date	Sub-Topic
Jan 8	Introductions, Basic Retailing
Jan 15	Types of retailers
Jan 22	Channel management
Jan 29	Consumer behavior and Retailing
Feb 5	Marketing Strategy as applies to Retail
Feb 12	<i>Exam 1 Feb 13</i>
Feb 19	Financial Strategy as applies to retailing
Feb 26	Location analysis and site selection
Mar 4	<i>Spring Break – No Class</i>
Mar 11	Information systems and CRM
Mar 18	Basic merchandising
Mar 25	<i>Exam 2 Mar 27</i>
Apr 1	Purchasing and Pricing
Apr 8	IMC in a limited market area
Apr 15	Store layout and customer service
Apr 22	Cover remaining material, review for final exam

Apr 29, 5:45p

*Final Exam – Double Check Gulfline
for Official Time, Date, and Location!*

**schedule subject to change*