A. **Course Content:**
This course is designed to introduce students to the theoretical and applied aspects of retail management. Topics include introduction to retailing, retailing strategy, merchandise management and store management. With the retailing industry providing one out of every five jobs in today’s economy, this course provides the student with the insights and skills needed to gain an understanding of retail management from the perspective of the modern retailer.

B. **Course objectives**
Upon completion of this course, students will be able to:
1. Critically analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed.
2. Understand the role played by retail managers as members of the marketing channel.
3. Discuss factors consumers consider when choosing stores and buying merchandise.
4. Understand issues affecting retailers, such as merchandising, site location, and customer service.
5. Grasp strategic options for large versus small retail businesses.

C. **Course Materials**
2. You are expected to read Retail news and commentary posted at RetailToday.com, Wall Street journal and Financial times.

D. **Method**
The course format will emphasize on project, discussion of reading assignments, lectures and video and written case analysis. You are required to read assigned materials prior to class. This class put almost equal emphasis on theory and application. That is, you are expected to master theories and practice of retail management and apply them in real organizations.

E. **Student requirements:** Students are expected to:
1. Complete a project. The objective of this project is to help students relate the theoretical concepts of retailing management to the real world practices. For this assignment you need to choose a retailer. Choose a store that you can visit easily and collect information about. In each assignment there are questions that you need to answer. However you are free to use your creativity in gathering and organizing data useful to answer the questions. The assignment is individual. The details of the assignment are listed on blackboard (assignment section). You are required to submit a written report and present your project results in class.
2. Work in groups. A group of students will complete a case study, in writing, which will be based on the text and information presented in class. The presenting group is expected to answer the questions at the end of each case and turn in a report, a maximum of 5 pages, on blackboard three hours before class starts in the assigned day of presentation. The last 20 minutes of each class will be reserved for presentation. Be prepared to present the case results in class. The challenging group will read the case thoroughly and prepare questions that need to be asked during the presentation. The challenging group is expected to turn in its questions or ideas for discussion on blackboard 3 hours before the start of the class in the assigned day of presentation. However the challenging group can also add or drop questions based on the information delivered by the presenting group during the presentation. On the days that your group is not scheduled to present or lead a discussion, please come prepared and be a good audience for those who are presenting that day. All written assignments must be word processed, single spaced, 12 point font.

3. Each student will complete eight journal article reviews. The article review should be not more than 2 pages. The schedule posted on blackboard highlights list of selected articles, report due dates for each of the eight journal articles and the discussion date. The articles can be found in the Eastern Washington University library research data base (EBSCO). This assignment is intended to keep you up-to-date on the research results of the topics discussed in class. The guideline for the article review report is posted on blackboard. A round table discussion on article reviews is scheduled for every other class. Please make sure you are prepared for the discussion.

4. Lectures and in-class discussions are designed to expand rather than review text and online material. If you have questions about the assignments or the materials, ask the instructor at least one day prior to any exam, presentation or class session. Students are required to register on blackboard and check for any course related messages and announcements.

5. Attend all classes. Class attendance means early arrival and staying for the entire class. Do not leave during the class. It hurts the class. Do not talk or sleep in the class. Be courteous to your classmates by not disturbing the class. Any behavior that hurts the class will be seriously taken and will be reflected on the class participation. Students who disrupt the class will be asked to leave.

6. Complete all course requirements. Students who do not complete all requirements will not receive a grade until all work is satisfactorily completed. All assignments must be completed and submitted on time to be considered.

7. Contribute regularly to class discussion. Be prepared to discuss the course material and homework assignments. Students are encouraged to provide comments on the subject matter, which are substantive and show depth of thought.

F. Quizzes and final exam consist of multiple choices; true false, essay and/or case study questions. These questions will cover material from class lectures, presentations and the textbook. Therefore, in order to pass the quizzes and exam you have to read the textbook and attend classes. Exam dates are not flexible. Make-ups will not be given for reasons other than illness (confirmed in writing by a physician) or family tragedy.

G. Student suggestions aiming at improving the teaching and learning process are accepted with great appreciation. You are always welcome to see me before or after class, or during office hours in person with suggestions. You can also e-mail me at any time.
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Assignment</th>
<th>Activity</th>
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<tbody>
<tr>
<td>4/05/10</td>
<td>Introduction to Retailing</td>
<td>Chapter 1</td>
<td>- Form Groups</td>
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<td></td>
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<td></td>
<td>- Explain assignments</td>
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<tr>
<td>4/07/10</td>
<td>Types of Retailers</td>
<td>Read Chapter 2</td>
<td>Video exercise</td>
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<tr>
<td>4/12/10</td>
<td>Multi-Channel Retailers</td>
<td>Read Chapter 3</td>
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<tr>
<td></td>
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<td>Article 1: due</td>
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<td>4/14/10</td>
<td>Consumer buying Behavior</td>
<td>Read Chapter 4</td>
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<td>4/19/10</td>
<td>Retail Strategy</td>
<td>Read Chapter 5</td>
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<td></td>
<td></td>
<td>Article 2 due</td>
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<tr>
<td>4/21/10</td>
<td>Test 1</td>
<td>Discussion on test</td>
<td>Store choice report due</td>
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<td></td>
<td></td>
<td>questions</td>
<td></td>
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<td>4/26/10</td>
<td>Financial Strategy</td>
<td>Read Chapter 6</td>
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<tr>
<td></td>
<td></td>
<td>Article 3 due</td>
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<tr>
<td>4/28/10</td>
<td>Financial Strategy (continues)</td>
<td>Read Chapter 6</td>
<td>Class exercise</td>
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<td>5/03/10</td>
<td>Retail locations</td>
<td>Read Chapter 7</td>
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<tr>
<td></td>
<td></td>
<td>Article 4 due</td>
<td>Case 2. Page 577</td>
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<td>Presentation Group 2</td>
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<tr>
<td>5/05/10</td>
<td>Project field research day</td>
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<tr>
<td>5/10/10</td>
<td>Retail sight location</td>
<td>Read Chapter 8</td>
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<tr>
<td>5/12/10</td>
<td>Test 2</td>
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| 5/17/10   | - Managing Merchandise assortments
- Merchandise planning systems. | Read Chapter 12 & 13
Article 5 due | Case 10. Page 586
Presentation Group 3 |
| 5/19/10   | Merchandise Buying              | Read Chapter 14     | Video exercise                    |
| 5/24/10   | Retail Pricing                  | Read Chapter 15     | Class exercise                    |
|           |                                 | Article 6 due       |                                   |
| 5/26/10   | Test 3                          | Discussion on test  |                                   |
|           |                                 | questions           |                                   |
| 5/31/10   | No class                        | Article 7 due       |                                   |
| 6/02/10   | Managing the store              | Read Chapter 17     |                                   |
| 6/07/10   | Store layout, Design and visual merchandising | Read Chapter 18 Article 8 | Case 13 p.589 presentation Group 4. |
| 6/09/10   | Customer Service                | Read Chapter 19     | Project report due 3:30 pm.       |
|           |                                 |                     |                                   |
| 6/14/10   | Project presentation            | Individual          | Project presentation              |
| 6/18/10   | Final exam                      | Final exam          | Final exam covers the last three chapters |
|           |                                 |                     |                                   |
I. **Course Grading:**
The final grade in this course will be based on the following requirements and weights:

<table>
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<tr>
<th>Requirement</th>
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<tr>
<td>Class attendance and participation</td>
<td>50</td>
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<tr>
<td>Cases analysis presentation (group)</td>
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<td>Case analysis challenging group</td>
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<td>Quizzes (3 * 150))</td>
<td>450</td>
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<tr>
<td>Article review (12.5 * 8)</td>
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<tr>
<td>Project</td>
<td>150</td>
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<tr>
<td>Final Exam</td>
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<tr>
<td>A-</td>
<td>3.70</td>
<td>900</td>
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<tr>
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<td>860</td>
</tr>
<tr>
<td>B</td>
<td>3.00</td>
<td>830</td>
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<tr>
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<td>760</td>
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<tr>
<td>C</td>
<td>2.00</td>
<td>730</td>
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<tr>
<td>And so on</td>
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J. Plagiarism and cheating will result in failing this course.

**Syllabus Changes**

The instructor retains the right to make changes to this syllabus that is deemed necessary.