BA 249 - Retail Management (3 Credits)

Winter 2019

T R 1:00 - 2:20       CRN 32872

Instructor:  Lee Myers

Email: [myersle@linnbenton.edu](https://d.docs.live.net/bd32dc0895708703/myersle@linnbenton.edu)   Email is the best way to contact me.

Office/Hours:   SSH 111 - By Appointment

Direct AccessText/Connect Online:

Retail Management, 9th Edition (2014) Levy and Weitz and Grewal, McGraw Hill

•       Online quizzes and additional materials needed for the course are found in the books online resource, *Connect,* embedded within the Student’s Moodle page.

•       For technical support, call McGraw Hill technical support at 800.331.5094.

Course Overview:

Introduces students to retailing and provides an understanding of the types of businesses, strategies, operations, formats and environments through which retailing is carried out.  The course takes a multidisciplinary approach to consider the process and structure of retailing. Retailing topics to be covered will include: planning, research, consumers’ behavior, store design, merchandising strategy, management strategy, promotional strategy and pricing strategy.  The global dimensions of retailing as well as the relationship between retailing and our society will be stressed throughout the course.

Course Outcomes:

Upon successful completion of this course students will be able to:

* Describe effective retailing practices in small, medium and large sized retail businesses.
* Identify and evaluate retail merchandising and pricing strategies.
* Discuss marketing communication strategy for retail customers.
* Discuss how technology has transformed the retail business model to an online environment from a solely bricks and mortar environment.

Learning Assessments:

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| --- | --- | --- |
| **Assessment** | **Percent** | **Points (Estimation)** |
| **Connect Quizzes** | 30 | 3000 |
| **LearnSmart** | 10 | 1000 |
| **Final** | 10 | 1000 |
| **Written/Group Assignments** | 50 | 7200 |
| **Total** | 100 | 12,200 |

Grading:

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| --- | --- |
| A | 90-100% total points |
| B | 80-89% |
| C | 70-79% |
| D | 60-69% |
| F | Below 60% |

Instruction Method:

Instructional time in the classroom will consist of a balance of **theoretical content** (Connect, lecture, text review, article review), **class discussion and participation** (real, authentic examples), **written assignments** (cases, forms, and process development) and **work group presentations** (representative of workplace duties and responsibilities.)

Student Responsibilities:

Each student is accountable for both individual and significant contribution to work group assignments.  A student can demonstrate accountability by attendance, punctual completion, and academic integrity of all class assignments (reading, written assignments, quizzes, exams, and the student’s individual contribution to the work group assignments.)

Instructor Responsibilities:

The instructor is accountable for establishing a learning climate that encourages trust, respect, and support.  The instructor will deliver theoretical content, synthesize information when needed, and encourage students to explore and apply the content of their learning to current and future workplace settings. The instructor will guide, monitor, and evaluate student progress and will be available for consultation and feedback.

Attendance:

**Attendance Matters!**  Attendance to each class is expected and required. Students who are unable to successfully complete the course should withdraw in accordance to LBCC policy and dates set forth in the catalog.

Late Work:

**Deadlines Matter!** All assignments are to be printed and submitted at the beginning of the class the work is due on the date listed. Weekly quizzes on the reading are to be completed through Connect. You will have one attempt at the quiz.

**If you have documented and compelling circumstances that prevent you from completing work, it is your responsibility to communicate (email) to the instructor, so arrangements can be made prior to due dates.**

Group Work:

Effective work groups are paramount in the workplace and will be in BA 224. Selection of work groups are important. Sometimes, class work may take a bit longer and the schedule for Work Group Presentations may change. As changes are made, they will be announced in class and posted on Moodle.

College Policies:

LBCC Email and Course Communications

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account through Moodle.

Disability and Access:

Disability and Access LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodation through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the LBCC CFAR website for steps on how to apply for services or call 541-917-4789.

Statement of Inclusion:

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive, and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Title IX Reporting Policy:

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](https://linnbenton-advocate.symplicity.com/public_report/index.php/pid073717?) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

Public Safety/Campus Security/Emergency Resources:

In an emergency, call 911. Also, call LBCC Campus Security/Public Safety at [541-926-6855](tel:(541)%20926-6855) and [541-917-4440](tel:(541)%20917-4440).

From any LBCC phone, you may alternatively dial extension 411 or 4440. LBCC has a [public safety app](http://lbccpublicsafety.mobapp.at/landing/Desktop) available for free. We encourage people to download it to their cell phones. Public Safety also is the home for LBCC's Lost & Found. They provide escorts for safety when needed. Visit them to learn more.

LBCC Comprehensive Statement of Nondiscrimination:

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information see Board Policy P1015 in our [Board Policies and Administrative Rules](http://linnbenton.edu/42145BA0-3DCC-11E3-AA36782BCB47BBE7). Title II, IX, & Section 504: Scott Rolen, CC-108, [541-917-4425](tel:(541)%20917-4425); Lynne Cox, T-107B, [541-917-4806](tel:(541)%20917-4806), LBCC, Albany, Oregon. To report: [linnbenton-advocate.symplicity.com/public report](http://linnbenton-advocate.symplicity.com/public_report).

Campus Resources:

Remember additional campus resources are available to assist you in as you learn in this class. Please see the LBCC website for addition description of services offered by the LBCC Learning Center and Library.

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| **DATE/WEEK** | **TOPIC** | **READING** | **Quiz on Text** | **ASSIGNMENTS DUE THIS WEEK** |
| **Week #1** | Introduction to the World of Retailing, Types of Retailers | Ch.1-2 | Quiz #1  Quiz #2  Closes 1/15 | In Class Debate on “Are large retailers good for society?” 1/17 |
| **Week #2** | Multichannel Retailing, Customer Buying Behavior | Ch. 3,4 | Quiz #3  Quiz #4  Closes 1/22 | Due 1/24: Case - Blue Tomato/Additional questions |
| **Week #3** | Retail Market Strategy, Financial Strategy | Ch. 5, 6 | Quiz #5  Quiz #6  Closes 1/29 | Due 1/31: Case - India Hypermarkets |
| **Week #4** | Retail Locations  Retail Sites | Ch. 7,8 | Quiz #7  Quiz #8  Closes 2/5 | Due 2/7: Pop-up Retailing |
| **Week #5** | Human Resources,  Managing the Operation | Ch. 9, 16 | Quiz #9  Quiz #16  Closes 2/12 | Due 2/14: Blog Article |
| **Week #6** | IS, Supply Chain Management. Merchandise Planning Process | Ch. 10-12 | Quiz #10,  Quiz #12  Closes 2/19 | Due 2/21: Case - Supply Chain and Merch. Management |
| **Week #7** | Customer Relationship Management, Customer Service | Ch. 11, 18 | Quiz #11  Quiz #18  Closes 2/26 | Due 2/28:  CRM Podcast |
| **Week #8** | Buying Merchandise,  Retail Pricing | Ch. 13,14 | Quiz #13  Quiz #14  Closes 3/5 | Due 3/7: Brand Merchandising |
| **Week #9** | Retail Communication Mix | Ch. 15 | Quiz #15  3/12 | Due 3/14: Case Target Marketing with Google AdWords |
| **Week #10** | Operation Layout, Design, Visual Merchandising | Ch. 17 | Quiz #17  3/19 | Due 3/21:  Physical and Visual Merchandising |
| **Final Week** |  | Ch. 1-17 | **(Per Finals Schedule)**  <https://www.linnbenton.edu/current-students/schedule-and-learn/finals-schedule/> |  |