MKG410: Retail Marketing/Management

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Course Description and Outcomes

Course Description:
This course provides a study of the principles and function of retailing and retail management. The course features analysis of various fundamental problems in retailing, location, and layout; merchandise planning; buying and selling organizations; expense analysis and control; and coordination of store activities. Additionally, this course provides a basic understanding of incorporating electronic marketing of goods/services such as strategies for using Internet to leverage marketing mix (product, price, place, promotion) and current practices of m-commerce (e.g., social media).

Course Overview:
This course introduces students to the principles and concepts in retail marketing and management. In the course, students will develop a comprehensive understanding of the issues pertaining to, the conceptual and organizational aspects of, and the means for strategic planning and management in the retail sector. The course examines consumer cultural factors, demographics, and decision-making as these influence buying behaviors. The successful operation of a retail business depends largely on the ability of the retailer to provide high-quality merchandise and service to consumers at reasonable prices. Successful retailing also includes the ability of the retailer to implement effective marketing strategies and cost-control initiatives. These topics are discussed in depth.

Profitability is an important aspect of a retailer’s success. The retailer must track expenses and revenues, assets, liabilities, and equity with precision. Thus, this course examines the retail profit model, the income statement, the profit and loss statement, the balance sheet, and all their components. The final topic of this course is an examination of social media and mobile technology and their impact on the retail promotional mix. How the retailer can effectively use social media and mobile technology to market and sustain customer loyalty is also presented.

Course Learning Outcomes:

1. Apply the principles, practices, and concepts used in retail marketing management.
2. Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
3. Evaluate the relationship of product, price, distribution, and promotion to the key processes in planning, managing, and executing the retail marketing mix.

4. Analyze the approaches, and guidelines used, to evaluate and solve retailers’ problems and make decisions in retail organizations.

5. Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.

6. Assess the challenges that might influence the formulation of effective Marketing Strategies from a consumer behavior perspective.

7. Analyze how social media and mobile technology is converting loyalty to consumer preference and the effect this has on consumer behavior in the retail environment.

Participation & Attendance

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials

Textbook Information is located in the CSU-Global Booklist on the Student Portal.

Course Schedule

Due Dates
The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week’s content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.
- Live Classroom: Although participation is not required, a Live Classroom session is held during Week 4.

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<thead>
<tr>
<th>Week #</th>
<th>Readings</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>Chapters 1, 2, &amp; 3 in <em>Retail Management: A Strategic Approach</em></td>
<td>Discussion (25 points)</td>
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| 2 | • Chapters 4, 6, & 11 in *Retail Management: A Strategic Approach*  
|  |  | • Discussion (25 points)  
|  |  | • Opening Exercise (0 points)  
|  |  | • Mastery Exercise (10 points) |
| 3 | • Chapters 15, 17, & 19 in *Retail Management: A Strategic Approach*  
|  |  | • Opening Exercise (0 points)  
|  |  | • Mastery Exercise (10 points)  
|  |  | • Critical Thinking (75 points) |
| 4 | • Chapter 7 in *Retail Management: A Strategic Approach*  
|  |  | • Opening Exercise (0 points)  
|  |  | • Mastery Exercise (10 points)  
|  |  | • Critical Thinking (100 points)  
|  |  | • Live Classroom (0 points) |
| 5 | • Chapter 12 in *Retail Management: A Strategic Approach*  
|  |  | • Opening Exercise (0 points)  
|  |  | • Mastery Exercise (10 points)  
|  |  | • Critical Thinking (100 points) |
| 6 | • Chapters 3 & 19 in *Retail Management: A Strategic Approach*  
|  |  | • Opening Exercise (0 points)  
|  |  | • Mastery Exercise (10 points)  
|  |  | • Critical Thinking (95 points)  
|  |  | • Portfolio Milestone (40 points) |
| 7 | • Chapters 7 & 20 in *Retail Management: A Strategic Approach*  
|  |  | • Opening Exercise (0 points)  
|  |  | • Mastery Exercise (10 points)  
|  |  | • Portfolio Milestone (40 points) |
Assignment Details

This course includes the following assignments/projects:

Module 1

PORTFOLIO PROJECT REMINDER

A final Portfolio Project is due at the end of the course. For this assignment, you will either:

- Develop a retail start-up business plan, or
- Create a “pitch” for venture capitalists on a new retail idea.

This week, review the full Portfolio Project description in the Module 8 folder. Also, review the final Portfolio Project grading rubric. Contact your instructor with any questions.

Module 3

CRITICAL THINKING ASSIGNMENT (75 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Retail Marketing Mix

Define and comment on each of the following related to retail marketing mix from the perspective of a large retailer and draw a clear relationship among each of them:

- Distribution strategy
- Price strategy
- Product strategy
- Promotion strategy

Support your arguments with this week’s readings and other sources. Your paper should be submitted in the form of a Word document and meet the following requirements:

- Be 5-6 double-spaced pages, to include the title page and references
- Cite at least 3 resources, which may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

Option #2: Retail Marketing Mix

Watch this video from Forbes: https://www.youtube.com/watch?v=VcGR5dPpeME
Identify key techniques that Target is using to increase sales. Identify the target customer segment. Relate these techniques to the store’s:

- Distribution strategy
- Price strategy
- Product strategy
- Promotion strategy

Support your arguments with this week’s readings and other sources. Your presentation should meet the following requirements:

- Be a PowerPoint presentation of 7-8 slides, to include the title slide and references
- Cite at least 3 resources, which may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

Module 4

CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Global Population and Retailing Case Study

You are the vice president of marketing for a new retailer that sells brain training games to exercise and improve memory, and your company is expanding globally. Analyze the global population data in Table 7-1 of the textbook from a retailing perspective. Analyze each country’s population data. For example, how will a retailer use the population data to target consumers? The age distribution provides invaluable information to the retailer in terms of target market planning. Overall, what sense do the data make?

Support your arguments with this week’s readings and other sources. Your paper should be submitted in the form of a Word document and meet the following requirements:

- Be 5-6 double-spaced pages, to include the title page and references
- Cite at least 3 resources, which may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

No mathematical calculations are necessary; however, you are required to cite the specific percentages to support your position or analysis.

Option #2: Retailing Case Study for Related Retailers

Macy’s (www.macy’s.com) and Bloomingdale’s (www.bloomingdales.com) are two department store chains operated by Macy’s Inc. Visit the two websites and identify the target market strategies for each using the terms and concepts from Chapter 7 of the textbook. How do the two strategies differ? Who is their target customer? What does each do at its website to affect the consumer decision process?

Support your arguments with this week’s readings and other sources. Your presentation should meet the following requirements:
Module 5

CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Profit and Loss

In an Excel document, create a profit-and-loss statement (P&L). See the table from Chapter 12 in the textbook, Donna’s Gift Shop, as an example. Do not copy that P&L statement. Create a P&L statement for a new start-up company that you would like to launch. Then, in a Word document, write about the following:

- Define and discuss the significance to the retailer of the line items found in the P&L of Net Sales, Cost of Goods, Gross Profit, Operating Expenses, Net Profit, and any other rows in the P&L you wish to include.
- How does the information in the P&L apply to, and benefit, the retailer?
- How does the P&L relate to the balance sheet? How are they different, and how do they inform one another?
- Include any sample calculations that you believe are important to inform your response.

Your P&L statement must be in an Excel document and written responses in a Word document, which should meet the following requirements:

- Be 5-6 double-spaced pages, to include the title page and references
- Cite at least 3 resources other than the course textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

Option #2: Retail Planning and Trends (100 points)

Review the video at QuickBooks that briefly describes the product, and use the interactive tour to explore the various options that are offered: http://http-download.intuit.com/http.intuit/CMO/quickbooks/lava/movies/pro_premier_guided_tour/30476.html

Explain in a paper how a new start-up retailer would use these features to engage in:

- Profit planning
- Asset management
- Retail budgeting

Describe how this new retailer could use the information over time to spot trends.

Your paper should be submitted in the form of a Word document and meet the following requirements:

- Be 5-6 double-spaced pages, to include the title page and references
- Cite at least 3 resources other than the course textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements
CRITICAL THINKING ASSIGNMENT (95 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Developing a Retail and Promotion Strategy

Include both of the following elements as you develop a retail and promotion strategy:

1. Identify and define the high-level elements of a retail promotional mix. Discuss the role that each plays in a retail promotional mix and how changes in technology are affecting them.

2. Develop a sales promotion campaign, to include social media, for either:
   - A retail firm that you work for (or have worked for)
   - A retail firm that you would like to work for, or
   - A retail firm that you would like to start (a start-up)

Your paper should be submitted in the form of a Word document and meet the following requirements:

- Be 6-7 double-spaced pages, to include the title page and references
- Cite at least 3 resources other than the course textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

Be sure to include a brief, two-sentence description of the firm.

Option #2: Promotion Campaign (95 points)

You have been asked to create a promotional campaign for ReStore, a Habitat for Humanity retail store (http://www.habitat.org/env/restores.aspx). Using a variety of promotional techniques as described in the textbook, create a campaign for ReStore. Keep in mind that you have a very limited budget and are promoting a retail store associated with a nonprofit organization. Be sure to identify the key goals for the promotion:

- Target audience
- Methods that will be used
- Any ethical concerns that need to be addressed

Your presentation should meet the following requirements:

- Be a PowerPoint presentation of 10 slides, to include the title slide and references
- Cite at least 3 resources other than the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

Include your “voice over” in the notes section of the slides. Your professor should be able to read what you would say during your presentation. The slides, therefore, can and should be very visual.

PORTFOLIO PROJECT MILESTONE (10 points)

Choose one of the following two Portfolio Project Milestones to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.
Option #1: Start-up Business Submission

During Week 6, you are required to submit the name of the start-up business you have chosen, via Schoology, to your instructor for approval. You will be expected to account for the instructor’s feedback in your final portfolio project. This required Portfolio Project Milestone assignment is due this week.

Option #2: Retail Idea Pitch to VC

During Week 6, you are required to submit your retail problem/challenge via Schoology to the instructor for approval. You will be expected to account for the instructor’s feedback in your final portfolio project. This required Portfolio Project Milestone assignment is due this week.

Module 7

PORTFOLIO PROJECT MILESTONE (40 points)

Choose one of the following two Portfolio Project Milestones to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Preliminary Draft Submission

During Module 7, you are required to submit a preliminary draft via Schoology to your instructor for review. Your submission should meet the following requirements:

- Be 5-6 double-spaced pages, to include the title page and references
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements.

Include a title, name of the selected business, and briefly address each required component of the Portfolio Project assignment as found in Module 8. You will be expected to account for the instructor’s feedback in the final version of your portfolio project. This required Portfolio Project Milestone assignment is due this week.

Option #2: Preliminary Draft Submission

During Module 7, you are required to submit a preliminary draft via Schoology to your instructor for review. Your submission should meet the following requirements:

- Include the 12 PowerPoint slides, to include the title slide and references
- Include all the components of the Portfolio Project assignment as found in Module 8
- Be formatted according to the CSU-Global Guide to Writing and APA Requirements

You will be expected to account for the instructor’s feedback in the final version of your portfolio project. This required Portfolio Project Milestone assignment is due this week.

Module 8

PORTFOLIO PROJECT (300 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Developing a Business Plan

A business plan is important because it summarizes the entrepreneur’s vision for the start-up business. No one is in a better position to write your business plan, to articulate the vision, mission, and strategy of your start-up, than
you are. This is true for retail businesses, as well as those in manufacturing, business-to-business, or other industries.

Although there is no hard and fast format for a business plan, your business plan must include the following components:

- Executive summary
- Company summary
  - Mission
  - Objectives
  - Code of ethics
- Company ownership/management
- Company location and facility
- Identification of consumers/target segments
- Product or service description
- Market analysis summary
  - Competitive comparison
- Differentiation—why your retail business is unique, competitive, etc.
- Marketing strategy: pricing, promotion (must include social media/mobile technology), distribution
- Human resource requirements
- Financial plan: projected profit-and-loss statement, balance sheet, cash flows, business ratios, and benchmarks
- References

Select a retail start-up business. Name it anything you want—but be careful to choose something plausible. Use the list above to structure a business plan to be delivered to a group of bankers or investors. Describe your start-up using the content above and address each point.

Be creative. Incorporate course material into your plan. Use tables, charts, or graphs to help illustrate your points. Feel free to ask your instructor for clarification on any of the requirements of this Portfolio Project.

Your paper should be submitted in the form of a Word document and meet the following requirements:

- Be 9-11 double-spaced pages, to include the title page and references
- Include a minimum of 5 credible references in addition to the textbook
- Be well written and in conformity with the CSU-Global Guide to Writing and APA Requirements

If it is applicable, you may wish to display financial calculations in an Excel spreadsheet. This may also be done in a table in Word. It is suggested that you review the Portfolio Project grading rubric to see how your project will be graded.

Associated Project Milestones:
- Module 6: Submit your start-up name via Schoology to the instructor for approval.
- Module 7: Submit a preliminary plan draft via Schoology to the instructor for review.

Option #2: Developing a VC Pitch

Start-up companies require financial resources, and one of the sources for this start-up cash is venture capitalists, or “VCs.” For this Portfolio Project, you will develop a set of PowerPoint slides that you would use to “pitch” a group of VCs on your new retail idea. You will use a PowerPoint presentation to explain your concept, grab the VCs’ interest, and sell your idea.

The PowerPoint slides will be very visual in nature—you should not cram a lot of words on the slides. We will be using Guy Kawasaki’s 10/20/30 rule of PowerPoint (http://guykawasaki.com/the_102030_rule/):
• 12 slides, to include the title slide and references. That’s it. Easy, right? Not so fast...you will have to cover
10 important points (see below) very succinctly.
• 20-minute pitch. While you won’t actually be pitching it, it should not take more than 20 minutes.
• 30-point font. Nothing smaller.

Each slide will deal with one topic:

• Retail problem/challenge
• Your solution
• Business model
• Underlying magic/technology
• Marketing and sales (include social media)
• Competition
• Team
• Projections and milestones
• Status and timeline
• Summary and call to action

Your presentation should meet the following requirements:

• Include a minimum of 5 credible references in addition to the textbook
• Be well-written and in conformity with the CSU-Global Guide to Writing and APA Requirements

Include your “voice over” pitch in the notes section of the slides. Your professor should be able to read what you
would say during your presentation. The slide, therefore, can and should be very visual. Your final slides’ note
section should include a list of five credible sources, in addition to the textbook.

Associated Portfolio Milestones:
• Module 6: Submit your retail problem/challenge via Schoology to the instructor for approval.
• Module 7: Submit a preliminary draft via Schoology to instructor for review.

Course Policies

Course Grading

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<th>Discussion Participation</th>
<th>Opening Exercises</th>
<th>Live Classroom</th>
<th>Mastery Exercises</th>
<th>Critical Thinking Assignments</th>
<th>Final Portfolio Paper</th>
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Grading Scale and Policies

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<tr>
<td>A-</td>
<td>90.0 – 94.9</td>
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<td>B+</td>
<td>86.7 – 89.9</td>
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<td>B</td>
<td>83.3 – 86.6</td>
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<td>B-</td>
<td>80.0 – 83.2</td>
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<td>C+</td>
<td>75.0 – 79.9</td>
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<td>C</td>
<td>70.0 – 74.9</td>
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<td>D</td>
<td>60.0 – 69.9</td>
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<td>F</td>
<td>59.9 or below</td>
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In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our In-Classroom Student Policies
and Guidelines or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.
Academic Integrity
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing/re-purposing your own work (see CSU-Global Guide to Writing and APA Requirements for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style
All students are expected to follow the CSU-Global Guide to Writing and APA Requirements when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

Disability Services Statement
CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.