

KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS
College of Industrial Management
Department of Management & Marketing

Course Syllabus-Second Semester 2008 (072)

MKT 340- Retail Management

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Office Hours:	U M T. 10:00AM -12:00 Noon and by appointment

Class Times/Places: (01) S M 01:10PM-02:25 PM, 24-273
(02) S M 03:20PM-04:35 PM, 24-115

Required Textbook: Levy, Michael and Weitz, Barton A. (2004), *Retail Management*, New York, NY: McGraw-Hill, 5th International Edition, ISBN: 0-07-121481-X

CATALOGUE COURSE DESCRIPTION

A comprehensive examination of retail operations planning, buyer behavior, and facilities planning. The course covers store location, store design and layout, staffing, merchandise planning and control, pricing and promotion, credit and other services, and financial management of the retail enterprises (sic).

PREREQUISITE:

You should have taken MKT 301-Principles of Marketing. It is therefore assumed that you already possess the basic knowledge of marketing.

COURSE OBJECTIVES

This course will enable the student to:

- Appreciate the challenges required for effective retail management
- Understand and apply the tools and techniques used in retail management
- Anticipate retailing problems and issues common in the modern workplace
- Increase overall knowledge of retail management concepts and practices

INSTRUCTIONAL DELIVERY APPROACH

My approach in teaching this class is to consider you as the future business leaders in Saudi Arabia and Middle East, but not merely as students who are attempting to complete a class (although some of you may fall into this category). My goal is to further place you on the cutting edge of knowledge in making strong and actionable recommendations to retailers.

In this regard, the course will be taught using a variety of learning methods including lectures, class discussions, case studies, tests and quizzes. Since this class is designed to be

practical, it would also be good to hear from people who are currently on the "frontlines" of retailing.

Due to the choice of teaching approaches above, a high degree of class involvement is necessary in order to ensure effective session outcomes. Therefore, prior to each class meeting, students should read relevant sections of the text, and prepare notes for participation in the discussions.

COURSE REQUIREMENTS AND ASSESSMENT

Learning outcomes will be measured through:

1. Mid-Term Examinations - 40% (2@ 20% each)

Two Mid-Term Exams will be announced and written for this course. The exams may consist of short-essay questions including defining important terms and concepts, multiple choice/true or false questions and application of course principles to business marketing problems. Each exam will cover the most recent chapters of the textbook.

2. Quizzes – 10% (2 @5% each)

Two (2) quizzes, worth 5% each, will be announced and administered during the semester. See course schedule for specific quiz dates. Quizzes could comprise of short answer/essays questions based on lectures and the textbook.

3. Homework -6% (3 @ 2% each)

Three (3) home assignments, worth 2% each will be announced and deployed during the semester. For several topics that will pop up in the class, homework problems, cases, readings, or visits to local retailers will be assigned individually. While I will not grade every detail of these assignments, they are required and you will receive credit for completing them.

4. Group Project/Assignment- 14% (12% for final report and 2% for presentation)

Teams will be formed not to exceed five (5) team members. However, final course enrolments will determine team size. Each group will be required to produce a final report on retail management activity. The group project output should consist of a 20 minute formal presentation and a report on a retail anthropology project. The class will have 10 minutes for questions and contributions. Details of the project are as follows:

i) This assignment requires you to conduct some retail investigation in the field. Professional retail analysts often hire consulting firms to conduct studies that look at how consumers act and move in store settings. This is called "Retail Anthropology." There are several issues that can help retailers make sure that their store design is optimized for their customers. You have to look at three specific ones: **customer traffic flow, crowdedness, and accessibility**. You will compare three retailers on these attributes. For this exercise, use simple rating scales from 1-10, where a "10" is best and "1" is worst. Make a chart to summarize your findings.

a. Visit three retail stores in an industry that interests you, such as department stores, discount stores, clothing stores, hardware stores, electronics stores, shoe stores, etc. Describe the industry, the three stores you picked, and tell why you selected each. Please choose a specific product category, such as shoes, within department or discount stores.

- b. Customer traffic flow: In each store, first watch how people move through the store. Do they follow similar paths? Are they attracted by certain displays or areas of the stores? Is the traffic flow efficient?
 - c. Secondly, compare how crowded each store is. Are the aisles wider in one store versus the other? Do customers get in each other's way?
 - d. Finally, are all the stores equally accessible to people with disabilities? Do they have: automatic doors, ramps, handicapped accessible restrooms, toilets, fitting rooms (if applicable), checkout counters? Are displays accessible to people in wheelchairs?
 - e. Briefly discuss your findings. Were there patterns in the ways that customers behaved? Were certain stores "better" than others? What would you recommend if you were a consultant?
 - f. Could the stores you visited use e-commerce to improve in these three areas?
- ii) The team is required to produce an approximate 5-10 page report covering all points above and below, plus references and appendices covering all the research and notes that stand behind the recommendations and suggestions.

N.B.: Students may be asked to evaluate their group members for their contribution to the project.

5. Final Examination (30%)

The final examination will be based on all topics covered (in class) during the term, with emphasis on the latter part of the course. It will be primarily multiple-choice questions but may include short answer questions or a short case. Further details of the examination format will be given later in the course.

GRADING SCALE

This will conform to the approved University grading scale (see the *Undergraduate Bulletin 2006-2009*, pp. 45). However, I will work hard to create tests that are challenging but fair.

WHAT IS EXPECTED FROM STUDENTS

Your presence in class is essential to your ability to understand and apply the material covered in this course. University regulations on attendance will be strictly enforced (see page 38 of the *Undergraduate Bulletin 2006-2009*). Therefore, **treat this class as you would to any other professional obligation. No lateness will be tolerated. All mobile phones should be switched off during classes. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. In this regard, any student caught cheating will attract 'F' for the course.** Remember too that, each student deserves a classroom environment that makes it possible to concentrate and learn.

You can ask for feedback on your performance at any time by phone, in person, or by email.

TENTATIVE CLASS SCHEDULE

Meeting	Chapter/Topic or Responsibility
1 (Feb 16)	Course Introduction
2	Ch 1 The World of Retailing
3	Ch 2 Types of Retailers
4	Ch 3 Multi Channel Retailing-A view into the future
5	Ch 4 Customer Buying Behavior
6	First Quiz (March 3, 2008)
7	Ch 5 Retail Market Strategy
8	Ch 6 Financial Strategy
9	Case Analysis or Guest Speaker
10	Ch 7 Retail Locations
11	Ch 8 Site Selection
12	First Major (March 24, 2008)
13	Ch 9 Human Resource Management
14	Ch 10 Information Systems and Supply Chain Management
15	Ch 11 Customer Relationship Management
16	Ch 12 Planning Merchandise Assortments
12-16 April, 2008	Mid-Term Vacation
17	Quiz 2 (April 19, 2008)
18	Ch 13 Buying Systems
19	Ch 14 Buying Merchandise
20	Ch 15 Pricing
21	Ch 16 Retail Communications
22	Second Major Exams (May 5, 2008)
23	Ch 17 Managing the Store
24	Ch 18 Store Layout, Design, and Visual Merchandising
25	Ch 19 Customer Service
26	Case Analyses/ Final Group Report Due on May 19, 2008
27	Group Presentations
28	Group Presentations
29	Group Presentations
30	Group Presentations/Course Review
31 (7-18 June, 2008)	Final Examinations

N.B: Mid-Term Examinations and Quizzes will be held in the respective lecture rooms. Any changes in examination venues and schedules will be duly communicated to students.