

Retailing and Logistics Management
MKTG 3227 Spring 2017
Wednesdays 3:30-6:15pm

Instructor: Ms. Cindy Fox
Classroom: Rowe 161
Office: Friday Room 246
Office Hours: WR 10:00-11:00,2:00-3:00pm or email me

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Course Description: **MKTG 3227. Retailing and Logistics Management (3).** Examination of the professional management of retail institutions and logistics from the perspective of a professional manager and an entrepreneur. In terms of retailing content this course includes a topical analysis of the retail mix,; trade and site analysis; merchandise selection and display; services, store layout, promotional, pricing, and financial policies. In terms of logistics content this course includes way to plan and manage supply chains, transportation, and distribution of goods and services.

Prerequisites: The following must be met:
• Marketing 3110 (Marketing Concepts) with a grade of “C” or better

Required Text: *Retailing Management, 9th Edition, Levy, Weitz, Grewal*, McGraw-Hill,
ISBN-13 9780078028991 or 8th edition if necessary

Course Objectives: To:
Understand the role of retailing in our global marketplace
Develop entrepreneurial skills
Analyze methods for retailers to succeed in very competitive environments
Study the impact of changing technologies, consumers and economics on retail strategy
Discuss sustainability and ethics issues pertaining to retailers
Gain team building, writing and presentation skills
Explore changes in logistics and supply chain management and their impact

Course Methodology: Class material will come from the text, guest speakers, additional readings, videos introduced in class, etc. Not all of the material in each chapter of the text will be covered, the power points will cover the basics of the topic, look to the book or summaries for more information. It is the student’s responsibility to take notes and ask questions if necessary. Class Summaries on Canvas will outline material covered in class and provide links to readings, websites, video’s, etc. As there is no book for the Logistics part of the course, the links/information is essential for understanding Logistics.

In-Class Exercises/

Participation/Attendance: This grade is a combination of all three of these. Your participation will be assessed by the quality of your participation, not necessarily the quantity. Students attend every class but don’t participate should expect a grade of 90. The use of smart phones or laptops for any other reason than class notes or research during in-class exercises will result in point deductions. Not paying attention to guest speakers will also result in point deductions. Each missed class will result in a deduction of four points from your oral grade which can be made up by participating.

Tests: Tests can only be made up at the time if the student is on university business, otherwise, all make-ups will be on the Optional Exam day.

Grading:	Retail Creation Team Plan=	20%
	Three tests at 20% each=	60%
	Oral Participation/Attendance/ In-Class Exercises=	5%

Topical Presentation	5%
Logistics Project	10%

ACADEMIC INTEGRITY

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

NOTE: Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

STATEMENT of INCLUSION

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Class Policies

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.
All students are required to abide by the UNC Charlotte Sexual Harassment Policy (<http://www.legal.uncc.edu/policies/ps-61.html>)
2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.
3. Late comers to class must let me know at the end of class so I can mark them present but late.

TENTATIVE COURSE OUTLINE MKTG 3227 Spring 2017

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
January 11	Introduction to Retailing	Chapters 1, 2
January 18	Retailing Strategy/Omnichannel	Chapters 3, 5

January 25	University City <i>SIMPLY MAP Training</i> Consumer Behavior	Chapter 4
February 1	Location	Chapters 7,8
February 8	<i>Test #1, Team Time</i>	
February 15	CRM Human Resources Store Management	Chapter 11 Chapter 9 Chapter 16
February 22	Financial Strategy	Chapter 6
March 1	Info Systems/Supply Chain/Logistics <i>Guest Speaker</i>	Chapter 10
March 15	<i>Test #2, Team Time</i>	
March 22	Merchandising Pricing Logistics Project Presentations	Chapters 12, 13 Chapter 14
March 29	<i>Store Tour, Stonecrest Target</i>	
April 5	Retail Communications Store Layout, Design and VM Logistics Project Presentations	Chapter 15 Chapter 17
April 12	Customer Service Logistics Project Presentations	Chapter 18
April 19	<i>Test #3, Team Time</i>	
April 26	<i>Retail Creation Presentations</i>	
May 10	<i>Optional Comprehensive Final Exam</i>	