Instructor: Ms. Cindy Fox
Email: ctfox@uncc.edu
Classroom: Friday 106
Phone: (704) 687-7676
Office: Friday Room 246
Office Hours: MW 4-5pm, in my office often so just email me first

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


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. It is the student’s responsibility to take notes and ask questions if necessary. Class Summaries will outlined 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 is a combination of all three of these. Your participation will be assessed by the quality of your participation, not necessarily the quantity. Students who only miss one class but do not participate in class discussions 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.

Tests: Tests can only be made up with prior permission, and must be taken within 48 hours after the problem is resolved. It is your responsibility to contact me about scheduling a make-up. Only one make-up will be given per student/semester. Students must have documentation for their excuse.

Grading: Retail Creation Team Plan= 20%
Three tests at 18.3% each= 55%
Oral Participation/Attendance/In-Class Exercises= 10%
Case Studies= 15%
Retail Plan/Case Studies: Information is on Moodle

**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**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT-Chapter in book and Section on Project</th>
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<tbody>
<tr>
<td>July 6</td>
<td>Introduction</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>Types of Retailers</td>
<td>Chapter 2 –Section 1, 7</td>
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<td>July 7</td>
<td>Multichannel Retailing</td>
<td>Chapter 3</td>
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<td>Consumer Behavior</td>
<td>Chapter 4 -Section 3, 4</td>
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July 11  Retail Strategy  Chapter 5 –Section 2
July 13  Financial Strategy  Chapter 6
Retail Locations  Chapter 7 –Section 5
July 14  SIMPLY MAP-Library
July 18  Test #1, Chapters 1-6
July 20  Team Day, Case Studies
July 21  Retail Sites  Chapter 8 –Section 6
July 25  Human Resources  Chapter 9 –Section 8
Store Management  Chapter 16
CRM  Chapter 11
July 27  Information Systems and Supply Chain  Chapter 10
Merchandising  Chapter 12 –Section 9
July 28  Test #2, Chapters 7-12 (not 16)
August 1  On-site visit
August 3  Buying Merchandise  Chapter 13 –Section 9
Retail Pricing  Chapter 14 –Section 10
Retail Communication Mix  Chapter 15 –Section 12, 13
August 4  Store Layout, Design and VM  Chapter 17-Section 11
Customer Service  Chapter 18
August 8  Test #3, Chapters 13-18 (Store Management included)
Final Exam Period- Retail Creation Team Presentations, 12:00-2:30pm