Instructor: Ms. Cindy Fox  
Email: ctfox@uncc.edu  
Classroom: Friday 141  
Phone: (704) 687-7676  
Office: Friday Room 246  
Office Hours: MWR 2:00-3:00pm or email me  

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 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.

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**

**DATE** | **TOPIC** | **ASSIGNMENT**
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August 28 | Introduction to Retailing | Chapters 1.2
Sept 2 | Retailing Strategy/Multichannel | Chapters 3, 5
Sept 9 | Location | Chapter 7
                  |                          | Chapter 8
Sept 16  University City  
SIMPLY MAP Training

Sept 23  Test #1, Team Time

Sept 30  Logistics  
Chapter 10

Oct 7  Financial Strategy  
Consumer Behavior, CRM  
Chapters 4, 6, 11

Oct 14  Online Project

Oct 21  Human Resources, Store Mgmt., 
Customer Service  
Chapters 9, 16  
Chapter 18

Oct 28  Test #2, Team Time

Nov 4  Merchandising  
Pricing  
Chapter 12, 13  
Chapter 14

Nov 10  Store Layout, Design and VM 
Promotions  
Chapters 15, 17

Nov 17  Test #3, Team Time

Dec 2  Retail Creation Presentations