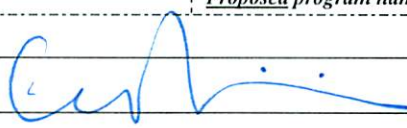
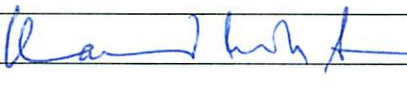
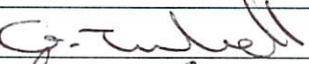

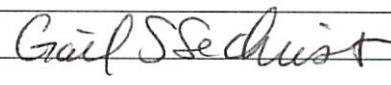


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		07-38	App- 2/14/08	App- 2/26/08

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Lisa M. Sciulli, Ph.D. Marketing Professor	Email Address sciulli@iup.edu
Proposing Department/Unit Marketing Department	Phone (724) 357-5774

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

<b>1. Course Proposals (check all that apply)</b> <input type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input checked="" type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change	
<i>Syllabus Amnesty for an Existing Course</i> <b>MKTG 436—Retail Management</b>	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>
<b>2. Additional Course Designations: check if appropriate</b> <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
<b>3. Program Proposals</b> <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Program Revision <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track	
<i>Current program name</i>	<i>Proposed program name, if changing</i>
<b>4. Approvals</b>	
Department Curriculum Committee Chair(s)	 Date: 20 Sep 07
Department Chair(s)	 Date: 9/19/07
College Curriculum Committee Chair	 Date: 10/01/07
College Dean	 Date: 2/2/08
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	 Date: 2-14-08

\* where applicable

**Received**  
**FEB 04 2008**

Liberal Studies

**Syllabus**  
**Indiana University of Pennsylvania**  
**MKTG 436 Retail Management**

**I. Catalog Course Description**

Course Title: MKTG 436 Retail Management  
3c-01-3cr (3 class hours 0 lab hours 3 credits)

Prerequisite: MKTG 320 and Junior Standing

Introduces students to all facets of retailing including the history of retailing, retail theories, and decision-making in retailing framework.

**II. Course Outcomes**

Upon completion of the course students will be able to:

1. Demonstrate an understanding of the key concepts and issues pertaining to the retail environment of firms and their retail marketing strategies including store composition, location, and image, target customers, merchandise management and pricing, human resource and logistical needs, and distribution channels.
2. Examine these concepts and issues in a global, ethical, and social framework of retailing as they pertain to facets of strategic planning, consumer buying behavior, customer relationships and demand analysis, institutional ownership and inventory mix, channel composition, and human resource management.
3. Conduct analyses of the retail environment of firms and identify potential problems or opportunities for their operational retail programs using trading area analysis, site selection procedures, merchandise management and planning, and marketing research techniques.
4. Develop alternative strategies for integrated retail marketing plans and explain suggestions for implementing such ideas in the future.

The primary course outcomes will be achieved through lectures, assigned readings, discussion questions, case analyses, and tests. These outcomes will be integrated throughout the course as described in the course outline and evaluation methods provided below.

### **III. Course Outline**

#### **A. Overview of Strategic Retail Management (Weeks 1 & 2) (Outcomes 1, 2, 3, and 4)**

Analyzing the framework of Retailing  
Building relationships  
Strategic Planning in retailing

Set #1 Discussion Questions

Case #1 Analysis

#### **B. Examining Retail Opportunities (Weeks 3, 4 & 5) (Outcomes 1, 2, 3, and 4)**

Scanning the Retail Environment  
Retail Institutions by Ownership  
Developing Web, Nonstore, and Nontraditional Retail Venues  
Creating a Store Based Strategy / Inventory Mix

Set #2 Discussion Questions

Case #2 Analysis

#### **EXAM #1**

#### **C. Target Customers / Store Location (Weeks 6, 7, & 8) (Outcomes 1, 2, 3, and 4)**

Identifying and Understanding Customers  
Gathering and Process Retail Information  
Analyzing Trade Areas and Logistical Needs  
Identifying Market Segments and Selecting Target Markets  
Determining Competitors Positions  
Selecting Site Locations

Set #3 Discussion Questions

Case #3 Analysis

#### **EXAM #2**

D. Communicating with Customers (Weeks 9, 10, & 11) (Outcomes 1, 2, 3, and 4)

Establishing and Maintaining a Retail Image  
 Creating In-Store Dynamics  
 Developing Merchandise Plans and the Buying Center  
 Designing Pricing and Promotion Mix Strategies

Set #4 Discussion Questions

Case #4 Analysis

**EXAM #3**

E. Managing the Retail Business (Weeks 12, 13, & 14) (Outcomes 1, 2, 3, and 4)

Implementing your Retail Marketing Plan  
 Managing Operational Needs  
 Formulating Human Resources / Staffing Requirements  
 Developing Product and Branding Strategies  
 Controlling the Retail Plan

Set #5 Discussion Questions

Case #5 Analysis

**FINAL EXAM (According to the IUP final exam schedule)**

**IV. Evaluation Methods**

This course will use the text and supporting materials designed by the publisher as well as other materials provided by the instructors during class lectures. Grades will reflect student performance regarding successful completion of assigned discussion questions, case analyses, and exams. As such, the following tasks are required and described below:

1. Read text.
2. Review text supplemental materials including the discussion outlines for each chapter.
3. Read additional materials/ articles as provided.
4. Answer five sets of discussion questions and submit to the instructor.
5. Complete five case analyses. Each case exercise will include a critical analysis, evaluation of strategic alternatives, and recommended retail marketing plans for the selected organization.
6. Submit case analyses to the instructor.
7. Complete four scheduled exams. Exams will include multiple choice and short answer questions encompassing subject matter discussed throughout the course.

The Grading Scale will be determined as follows:

Exam #1	15%
Exam #2	15%
Exam #3	15%
Final Exam	15%
Discussion Questions (5 sets)	20%
Case Analyses (5 cases)	20%
	100%

Sample grading scale: A = 90%--100%, B = 80%--89%, C = 70%--79%, D = 60%--69%, and Below 60% = F

#### V. Attendance Policy

Although there is no formal attendance policy for this class, student learning is enhanced by regular attendance and participation in class discussion.

No extensions are allowed for any of the graded assignments. If the student does not complete any of the above graded assignments by the required date, no make-up assignments will be allowed except for serious and unanticipated consequences for which documentation must be presented to the instructor.

#### VI. Required Textbook

Berman, Barry and Evans, Joel, (2006), *Retail Management: A Strategic Approach*, Prentice Hall, Inc.

#### VII. Supplemental Readings

Brown, Stephen, "The Wheel of Retailing: Past and Future", *Journal of Retailing*, Summer, 1990, 147.

DelVecchio, Devon, Krishnan, H. Shanker, and Smith, Daniel, (2007), "Cents or Percent? The Effects of Promotion Framing on Price Expectations and Choice", *Journal of Marketing*, 71, July, 158-170.

Harvard Business Review Cases

Mackey, Jack, (2005), "Franchisors Reap Multiple Benefits From Increasing Customer Loyalty", *Franchising World*, May, 49-50.

Manning, Gerald L. and Reece, Barry, L., (2006), *Selling Today: Building Quality Partnerships*, Prentice Hall, Inc.

- Maslow, A. H., (1943), "A Theory of Human Motivation," *Psychological Review*, July.
- Neff, Jack, (2007), "Who Shops at Wal-Mart ... and Who Doesn't", *Advertising Ages*, 78, Sept., 6-7.
- Wan, Liz, Baker, Julie, Wagner, Judy, and Wakefield, Kirk, (2007), "Can a Retail Web Site Be Social", *Journal of Marketing*, 71, July, 143-157.

### **VIII. Bibliography:**

- Ault, Susanne, (2007), "Retailers Think Global", *Video Business*, 27, Aug., 30-31.
- Ellinger, Alexander, (2007), Making Supply Chain Management Relevant for Marketing Majors", *Marketing Education Review*, 17, Spring, 101-106.
- Kumar, Nirmalya, (2005), "The Global Retail Challenge", *Business Strategy Review*, 26, Spring, 5-14.
- Levy and Weitz, (2007), *Retail Management*, McGraw-Hill Irwin.
- Michon, Richard, Hong, Yu, Smith, Donna, and Chebat, Jean-Charles, (2007), "The Shopping Experience of Female Fashion Leaders", *International Journal of Retail and Distribution Management*, 35, 6, 488-501.
- Miller, Fred, Mangold, W. Glynn, and Holmes, Terry, (2006), "Integrating Geographic Information Systems (GIS) Applications into Business Courses Using Online Business Geographic Models", *Journal of Education for Business*, 82, Nov./Dec., 74-79.
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- Richey, R. Glenn, Skinner, Lauren, and Autry, Chad, (2007), "A Multilevel Approach to Retail Management Education: Integrating Customer and Supply Chain Perspectives", *Marketing Education Review*, 17, Summer, 27-43.
- Wells, William, Burnett, John, and Moriarty, Sandra, (2006), *Advertising Principles and Practices*, Prentice Hall, Inc.