Instructor: Ms. Cindy Fox, 704-687-7676, ctfox@uncc.edu, Rm. 310C Friday Bldg.

Contact Hours: MW, 6:30-7:45pm, Rm. 141

Office Hours: After class or in my office with notice

Textbook: Retailing, Dunne, Lusch, Carver, 7th Edition, South-Western

Course Description:
Three credits. MKTG 3212. Retailing Management. (3) Prerequisite: MKTG 3110 with a C or better. Presents retailing as a part of the marketing distribution phase of a total interactive marketing system. Key concepts include consumer and market analysis, store location, store layout, merchandising, pricing and promotional issues and problems. Also considers legal and environmental implications. Emphasis on application of class concepts through class discussion and assignments.

Course Objectives: To:
Understand the role of retailing in our global marketplace
Develop entrepreneurial skills through creation of a unique store format
Analyze methods to succeed in a very competitive environment
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 through a variety of means

Grading: Three tests @ 20% each =60%
Oral participation/Attendance 10%
Journal 5%
Project 25%

Class Format
This course draws on the experience of students in various retail formats. Not all the material in the text will be covered in class; students are expected to ask questions if necessary. There are a number of guest speakers in this course, sharing their experience in the dynamic world of retailing and expanding the text material. Information from the guest speakers will be included on tests and should be reflected in your projects. Talking among yourselves, texting, etc. while a guest speaker is sharing will result in substantial point reductions in your oral participation grade. The Study Guides are not meant to cover every question that will be on the test. Retail is a dynamic subject and the book is out of date in some sections. Updates are discussed in class and you will be responsible for that material.

All of the class materials and grades will be on Moodle.
Tests=(60%)
The time allotted for each of the three tests is the same as one class period. Tests can only be
made up with prior permission, and must be taken by the end of 48 hours after the problem is
resolved. It is your responsibility to contact me about scheduling a make-up. Only one make-up
exam will be given per student/semester. Students must have documentation for their excuse.

Class Participation and In-Class Assignments (10%)
Attendance is expected at every class and will be taken at the beginning of class. Exam material
will come primarily from class discussion, if you miss the discussions, it will affect your grade.
You need to contact me if an emergency/problem arises that means missing two or more classes
in a row. If you are late for class, it is your responsibility to mark the attendance record with an
L after class. The oral participation/attendance grade is a combination grade. You will not earn
an A in oral participation if you don’t participate outside of in-class assignments. I am looking
for quality participation; talking amongst yourselves or on a cell phone/texting during
lecture/discussion will detract from your grade, talking so much that others can’t contribute will
also detract from your grade.

Journal (5%)
Each student will write 10 journal entries about unusual retailing marketing techniques, store
layouts, formats, etc. Two will be presented in class as prompts for discussion.

Group Project=(25%)
Details for the project will be on the Moodle page. The projects must be submitted in writing.
Do not email me your project; if there are issues opening it the receiving date will be changed. If
you don’t back up your project and lose it, it’s counted late whenever you turn it in. Late material
will be docked 5 pts. a day. No late work will be accepted after December 5, 2012.

Group Project teams will consist of five-six students who will create their own store. It must
have a location; it cannot be solely an internet retailer. The project will utilize the format laid
out in detail later, and will be graded using 75% written and 25% oral presentation. The oral
presentation must be 15 minutes or less and sell your concept.

Academic Integrity Policy:
All students have the responsibility to know and observe the requirements of The UNCC 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
UNCC. 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 or online at
http://www.uncc.edu/policystate/ps105.html. Standards are expected to report cases of academic
dishonesty to the course instructor.
Belk College Statement on Diversity:
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.

Tentative Schedule; Guest Speakers to be Scheduled

8/20  Introduction, Perspectives on Retailing, Chapter 1
8/22  Chapter 2-Retail Strategic Planning and Operations Management
8/27  Continued
8/29  Chapter 3-Retail Customers
9/5   Chapter 4-Evaluating the Competition
9/10  Chapter 5-Managing the Supply Chain, Logistics
9/12  Charlotte Logistics-Guest Speaker
9/17  Library Resources
9/19  Test #1
9/24  Chapter 6-Legal and Ethical Behavior
9/26  Chapter 7-Market Selection and Retail Location Analysis
10/1  Chapter 8-Managing a Retailer’s Finances
10/3  Continued
10/10 Chapter 9-Merchandise Buying and Handling
10/15 Chapter 10-Retail Pricing
10/17  Guest Speaker
10/22  Test #2
10/29  Chapter 11-Advertising and Promotion
10/31  Team Time
11/5  Chapter 12-Customer Services and Retail Selling
11/7  Chapter 13-Store Layout and Design
11/12  Guest Speaker
11/14  Chapter 13-Store Layout and Design
11/19  Store Observation
11/26  Chapter 14-Managing People
11/28  Guest Speaker

12/3-5  Team Presentations

Final Exam Period
Test #3