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, 8th Edition Patrick M. Dunne; Robert F. Lusch; James R. Carver

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. The focus of this course is the Belk Team Challenge; all students are expected to work diligently to provide a respectable entry in the competition.

Attendance: Class attendance is expected as work is required for nearly every class. However, realistically, there may be an occasion when you are unable to attend class. If you are responsible for presenting information to the class that day, other arrangements can be made if proper advance notice is given to the instructor and to your team. Class participation will be used in determining grades. Any student missing more than two classes is subject to an unsatisfactory grade.

Participation: Policies covering participation are included with Class Policies. Students who do not participate in class other than when called upon will not receive an A for Participation/Attendance, this is a combination grade. Students talking among themselves during discussions will have points deducted from their grade. I’m not looking for quantity but quality in contributions. Those who talk so much that others can’t contribute will also have point deducted.
Assignments: Students will be Checking In with the Belk Store representatives on three occasions; information important to those check-ins must be completed in a timely manner.

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.

Peer Evaluations: All group work will involve peer – as well as self – evaluation of each student’s contribution to the group’s work. Group work is an important part of your learning experience as well as your work as a marketing professional. Each student is expected to report fairly on the work of the members of the group.

Each group should keep “notes” of its meetings including attendance. A group may fire a member of the group with documentation of just cause. The fired individual will have to do a marketing plan on his/her own. Just cause includes: missing group meetings without prior notification, missing group meetings for trivial reasons, failure to deliver work in a timely manner, passively accepting the group’s ideas with little or no input that moves the group toward accomplishing its goals, submitting work that is of poor quality requiring others to re-do the work, and not following team rules.

Funds: Belk Stores is providing funding for this challenge; students must follow guidelines when using these funds.

Grading: Team Challenge= 30%
Three tests at 20% each= 60%
Oral Participation/Attendance= 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.
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.

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### TENTATIVE COURSE OUTLINE

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>Aug 21</td>
<td>Introduction-Explanation of Challenge; Student Info Sheets submitted</td>
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<tr>
<td>Aug 23</td>
<td>Chapter 1-Perspectives on Retailing</td>
</tr>
<tr>
<td>Aug 28</td>
<td>Chapter 2-Retail Strategic Planning and Operations Management</td>
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<tr>
<td>Aug 30</td>
<td>Chapter 3-Retail Customers</td>
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<tr>
<td>Sept 4</td>
<td>Chapter 4-Evaluating the Competition in Retailing</td>
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<tr>
<td>Sept 6</td>
<td>Chapter 13-Store Layout and Design</td>
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<tr>
<td>Sept 11</td>
<td>First Belk Challenge Checkpoint; Request approval for strategies</td>
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<tr>
<td>Sept 13</td>
<td>Students will vote on a Friday to hold a three hour store tour at Belk’s, This will eliminate a Wednesday class.</td>
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<tr>
<td>Sept 18</td>
<td>Test #1</td>
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<tr>
<td>Sept 20</td>
<td>Chapter 5-Managing the Supply Chain</td>
</tr>
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<td>Sept 25</td>
<td>Logistics-Charlotte and Beyond</td>
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<tr>
<td>Sept 27</td>
<td>Chapter 6-Legal and Ethical Behavior</td>
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<tr>
<td>Oct 2</td>
<td>Chapter 7-Market Selection and Retail Location Analysis</td>
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<tr>
<td>Oct 4</td>
<td>Chapter 8-Managing a Retailer’s Finances</td>
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<tr>
<td>Oct 9</td>
<td>Team Meeting</td>
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<tr>
<td>Oct 11</td>
<td>Second Belk Challenge Checkpoint; Progress and Deliverables</td>
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<tr>
<td>Oct 16</td>
<td>Chapter 9-Merchandise Buying and Handling</td>
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</table>
Oct 18  Test #2
Oct 23  Chapter 10-Retail Pricing
Oct 25  Chapter 11-Advertising and Promotion
Oct 30  Chapter 12-Customer Services and Retail Selling
Nov 1   Store Tour
Nov 6   Chapter 14-Reforming Retail Strategy
Nov 8   Team Meeting
Nov 13  Third Belk Challenge Checkpoint; Innovation Team to judge
Nov 15  Guest Speaker
Nov 20  Team Meeting-Written Project Due
Nov 21** Team Presentation-Belk’s
Nov 22  Team Review
Dec 4   Course Wrap-Up
Dec 13, 2:00-4:30pm  Test #3
Name____________________________________Preferred to be called__________________________________

Address_____________________________________________________________________________________

Telephone (Home)________________________________(Work)_________________________________(cell)_________________________________________________

Email ____________________________________________

No. of hours completed:____________ Major 1: ________________________________________________

Major 2: __________________________________________ Minor: ____________________________________

Marketing electives completed (means a grade is posted in Banner):

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Professor</th>
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| ___________ | ___________
| ___________ | ___________
| ___________ | ___________
| ___________ | ___________

Place of work________________________________ Hours/week____________________________

Career objective______________________________________________________________________________

___________________________________________________________________________________________

What skills do you bring to a team? ____________________________________________________________

___________________________________________________________________________________________

How do you learn best?________________________________________________________________________

___________________________________________________________________________________________

I will be graduating in  May December Summer 20_____ (Circle one)

I will return all graded work by Dec 9, 2013 ________________________________

signed