



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2007

BA 2080 3(3-0-0) – RETAILING & MERCHANDISING

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Office Hours	9:00 -10:30 am Monday & Wednesday or by appointment		

Prerequisite(s)/corequisite(s):

BA 1090 – Introduction to Marketing

Required Text/Resource Materials:

Levy, M. et al. (2005). *Retailing Management (Canadian edition)*. McGraw – Hill Ryerson Limited.

Description:

This course examines the field of retailing and merchandising from a practitioner's point of view. Mixing lectures with case studies and the examination of existing retail sites, an understanding of the concepts of retailing, merchandising, store layout and design are developed. Some different approaches to retailing, customer services, and entrepreneurship are also discussed. Guest lecturers will be used where appropriate.

Credit/Contact Hours:

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

Delivery Modes:

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising procedures by way of group work, in-class exercises, case studies, and field trips. Where appropriate and when available, guest speakers will also be used.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required homework problems; ask questions in class; request additional sessions with your instructor during the posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrate your mastery of the subject matter on the examinations.

Objectives:

- To understand the retail customer – motives for shopping, the purchase process, and influences on the customer.
- To develop the retail strategy and mindset to go with it.
- To learn and understand different approaches to retailing.
- To learn how to evaluate retailing strategies.

Transferability:

UL, AU, CUC, KUC, AUC. Please check with the receiving institution to obtain confirmation.

Grading Criteria:

Participation and attendance	10%
Mid term	25%
Projects	30%
Final exam	35%

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department
Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4	95 – 100	EXCELLENT
A	4	90 – 94	
A ⁻	3.7	85 – 89	FIRST CLASS STANDING
B ⁺	3.3	80 – 84	
B	3	76 – 79	GOOD
B ⁻	2.7	72 – 75	
C ⁺	2.3	68 – 71	SATISFACTORY
C	2	64 – 67	
C ⁻	1.7	60 – 63	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Course Policies:

- All assignments must be word-processed or type written.
- Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension *PRIOR* to the due date. Unauthorized late assignments will have a 10% per day late penalty applied.
- **All assignments must be completed to receive a grade for this course.** If you fail to complete an assignment, you will be assigned a grade of Incomplete.
- Regular attendance is critical for success in BA 2080. Attendance will be taken at every class. Attendance includes arriving to class on time and being prepared by having assigned homework and readings complete. In the event that you miss a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work and assigned homework.

- Should you not hand in an assignment in class when due, the following procedures should be followed:
 1. Advise me that your assignment has not been completed.
 2. After making yourself a copy, deliver the assignment to the Cashier's office and ask for it to be put in my mailbox. Please ask the cashier to stamp the date on the assignment. Do not slide it under my door.
 3. Confirm that I have received the assignment.
- If you must miss a quiz, please advise me before the quiz is administered. (A message on my voicemail is fine.) You will then be given the opportunity to write the quiz at a later time. An unexcused absence from a quiz will result in a grade of 0. Please know that missing a quiz is considered an alarming situation. Only the most urgent and extreme reasons are considered acceptable.

Course Schedule/Timeline:

The following is a tentative outline of the course. The material covered will be dictated by the time available. Please note, also, the order of material discussed may be altered.

Part 1 – The World of Retailing

This section introduces the student to the world of retailing, discusses types of retailers, electronic retailing issues, and the buying behaviour of customers.

Reading: Chapters 1 – 4

Part 2 – Retailing Strategy

This section defines what is a retail market strategy and then goes on to discuss trade area decisions, store layout, design and visual merchandising strategies. Lastly, it covers international retailing strategies.

Reading: Chapters 5 – 8

Part 3 – Financial Management

In this section, profit models will be looked at, as well as sales forecasting, buying systems, buying strategies, and pricing.

Reading: Chapters 9 - 13

Examinations:

Final examinations will be scheduled by the Registrar during the period April 14, 2007 to April 24, 2007. **DO NOT PLAN ANY ACTIVITIES DURING THIS PERIOD.**

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.