



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2015

BA2080 RETAILING AND MERCHANDISING – 3(3-0-0) UT 45 HOURS

INSTRUCTOR: Doris Hoveland

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OFFICE HOURS: Monday & Friday 8:30 – 10:00 or by appointment

PREREQUISITE(S)/COREQUISITE:

BA1090 Introduction to Marketing

REQUIRED TEXT/RESOURCE MATERIALS:

Levy, M., Weitz, B., & Watson, D. (2014). *Retailing management* (4th Canadian ed.). McGraw-Hill Ryerson.

CALENDAR DESCRIPTION:

The 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.

DELIVERY MODE(S):

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising procedures. The instructor will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

OBJECTIVES:

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

TRANSFERABILITY:

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C ⁻	1.7	60 – 62	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

In Class	10%
Projects	30%
Midterm	30%
Final Exam	<u>30%</u>
	<u>100%</u>

STUDENT RESPONSIBILITIES:

Attendance:

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 through the required homework problems; ask questions in class; request additional sessions with your instructor during posted office hours to clear up any misunderstandings or uncertainties about the material completed in class; and demonstrate your mastery of the subject matter on the exams.

Time Management:

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

Assignments:

Assignments must be submitted by the due date. Late submissions will be assessed a penalty of 10% per day. Once assignments have been marked and grades are posted on Moodle, no late assignments will be accepted.

Midterm and Final Exam:

The midterm is tentatively scheduled for February 9, 2015. Final exams will be scheduled by the Registrar during the exam period from April 16 – 27, 2015. **Do not plan activities or trips outside of your college studies during this time period.** Missed exams will result in a grade of zero.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

****Note:** all Academic and Administrative policies are available on the same page.

TENTATIVE TIMELINE:

	Topic	Required Reading
Week 1	Introduction	
Week 2	World of Retailing Types of Retailers	Chapter 1 Chapter 2
Week 3	Customer Buying Behaviour Retail Market Strategy	Chapter 3 Chapter 4
Week 4	Retail Locations Strategy Store Design, Layout, and Visual Merchandising Strategy	Chapter 5 Chapter 6
Week 5	International Retailing Strategy	Chapter 7
Week 6	Midterm (Feb 9)	
Week 7	READING WEEK	
Week 8	Financial Strategy	Chapter 8
Week 9	Information Systems and Supply Chain Management	Chapter 9
Week 10	Merchandise Management	Chapter 10
Week 11	Buying Strategies	Chapter 11
Week 12	Retail Pricing	Chapter 12
Week 13	Human Resource Management and Staff Training Issues	Chapter 13
Week 14	Building Customer Loyalty Appealing to the Customer	Chapter 14 Chapter 15
Week 15	Final Exam (TBA)	