



SUMMER BUSINESS PROGRAM 2009

Course	Retail Marketing
Instructor	Dr. Mayo De Juan Vigaray. E-mail: mayo@ua.es
Course Objectives	<p>"Retail Marketing" is a module designed to build on the student's knowledge of retailing in the marketing field. This course examines the importance of the retailing strategy and store management. Atmospherics and visual merchandising techniques will be combined with customer service and promotion tools with the objective of communicating with the consumer and to gain competitive advantage in this field. The course will explore what's new in retailing since it is so well known as a fast-moving and dynamic sector. With innovations in store formats, supply chains, and delivery channels, today's retailer can be anywhere, at any time with anything. Out-of-town, in-town, edge-of-town, on-line, off-line and just-in-time, the possibilities for the future seem endless. Retail Marketing Managers need to be able to communicate effectively with actual and potential customers to succeed with their business. Greater awareness of the process and the ability to evaluate those processes would benefit students entering the retail sector.</p>
Reading Materials	Provided by the instructor & available in the General Library of the UA
Grade Scoring	<p>Part 1: Attendance10%</p> <p>Part 2: Participation in class: mini-cases & assignments (individual & in group).....35%</p> <p>Part 3: Store presentation in class (in group)... 30%</p> <p>Part 4: Store written report (in group)..... 25%</p>
Reading Material	<p>No specific book is used for this course.</p> <p>The instructor will provide a compilation of lecture notes and work sheets for the mini-cases.</p>
Pedagogy	<ul style="list-style-type: none"> - <i>Lectures</i> will be used to provide the conceptual framework of the course. - Emphasis will be given to <i>student centred activities</i> during the class, both in the theoretical and practical sessions. This is why "attendance" and "participation in class" are very important to your success in this class. - <i>Group work (GW)</i>: The students will be organized in mixed groups of students (specifics to be determined depending on the number of the students in class). I prefer to have teams formed by the students coming from different nationalities and/or cultures to expose the different facets and perceptions: (a) GW will include a group presentation in class and a written report; (b) GW will take place in class to solve the mini-cases - <i>Extra activities</i>: when possible, visiting stores will supplement the student's activities, to ensure that a thorough knowledge and appreciation of current issues in "retail marketing" is gained. At least one visit to a store indicated by the instructor is mandatory.



<p>Case Assignments</p>	<p>A project will be suggested about visiting local retail stores to pursue de "Store Project Assignment". Plan to complete your "real-store" assignment with your group. Check with instructor the feasibility of analyzing the store of your choice. Surfing the Internet will be also suggested to provide a hands-on learning experience for students.</p>
<p>Class Policies</p>	<ul style="list-style-type: none"> - Attendance is expected at every class. Unexcused absences will most likely have a negative effect on your course grade. - You will have many opportunities to participate in class. I am always open to questions, and eager to hear from you. Questions, especially during the lectures help you, and everyone in class, learn the material much more effectively. Therefore, when somebody is speaking, everybody shows polite behavior and listens attentively. - As a group member you will have chances to participate during your and other group presentations, as well as in the practical sessions. Please, you learn by doing, by questioning, by participating. - No arriving to class late. Please plan your schedule accordingly. - Assignments should be handed in on time. No late assignments please.
<p>Disclaimer</p>	<ul style="list-style-type: none"> - I reserve the right to deviate from the schedule on the topical outline based on the number of students and the class progress. I will, however, try to avoid any major changes in the schedule in order to prevent any confusion. If at any time you have questions about the schedule, date assignments are due, etc., please, contact me by email or in class.



SCHEDULE

Summer Business Program - Retail Marketing

Date	Content	Objectives	Activities & Assignments
Week 1 – July 13 to 16			
	<p>Introduction.</p> <p>Communication Methods & Retail image</p> <p>Retail Strategy:</p> <ul style="list-style-type: none"> - target market, - retail format, - sustainable competitive advantage <p>Location & Design of the store</p>	<p>This part reviews the communication methods and retail image.</p> <p>Discusses strategic decisions made by retailers:</p> <ul style="list-style-type: none"> - What is a retail strategy? - How can a retailer build a sustainable competitive advantage? - What different strategic opportunities can retailers pursue? - What is a trade area, and why should a retailer choose one over another? - What factors should retailers consider when deciding on a particular site? - What are the critical issues in designing a store? 	<ul style="list-style-type: none"> - Mini-cases to be solved in class: group discussion will take in class based on assigned mini-cases. For this purpose students will be encouraged to prepare 1/2 pages case in advance: mandatory - DVD discussion in class - Surfing Internet for individual assignments (specifics to be determined): optional for individual work
Week 2 – July 20 to 23			
	<p>Store atmospherics; Store General Interior, Store layout; Store Interior displays</p>	<ul style="list-style-type: none"> - What are the alternative methods of store layout? - Why are some stores more suited for a particular type of layout than others? - How is space assigned to merchandise and departments? - What are the best techniques for merchandise presentation? 	<ul style="list-style-type: none"> - Mini-cases to be solved in class: group discussion will take in class based on assigned mini-cases; for this purpose students will be encouraged to prepare 1/2 page case in advance. - DVD discussion in class - Surfing Internet for individual assignments (specifics to be determined): optional for individual work
Week 3 – July 27 to 30			
	<p>Customer service and promotions</p> <p>STUDENT PRESENTATIONS</p>	<ul style="list-style-type: none"> - What promotions & services do retailers offer customers? - How can customer service and merchandising build competitive advantage? <p>Go out and do it! and now...tell everybody in class.</p>	<ul style="list-style-type: none"> - Group Presentations in class. Details to be determined depending on the number of students. - Hand in Group power point presentations & written reports