Instructor Information

Instructor: Heather Ashbach  
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Course Delivery

Online, Semester-Based

Credit Hours

3 Semester Hours

Course Prerequisites

None

Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

Course Materials

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number 1765 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:

BUS 359 – RETAIL MANAGEMENT

Online supplement (required):

Connect Interactives (purchased through McGraw-Hill), companion to the text. Note: You will need to purchase online access, but you may choose the "Free Trial" first. HOWEVER, be sure to use the same email address when you purchase Connect in order to save the work you did under the Free Trial.

Catalog Description

Retail Management (BUS 359) takes an in-depth look at marketing and management issues involved in retail business. Beginning with an emphasis on relationship building and consumer behavior, this course focuses on the specific elements of retailing strategy: planning the store location; managing a retail business; planning, handling, and pricing merchandise; communicating with the customer; and integrating and analyzing a retailing strategy.

Course Communications

If questions arise throughout the course, please contact me at my Adams State email, hashbach@adams.edu. Please do not use the Message function in Blackboard as I prefer email to my Adams State account.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

Chapter 1: Intro to the World of Retailing
- Identify retailing activities.
- Realize the importance of retailing in the U.S. and world economies.
- Analyze the changing retail industry.
- Recognize the opportunities in retailing for you.
- Understand the strategic retail management decision process.

Chapter 2: Types of Retailers
- List the different characteristics that define retailers.
- Categorize the various types of food retailers.
- Identify the various types of general merchandise retailers.
- Explain the differences between service and merchandise retailers.
- Illustrate the types of ownership for retail firms.

Chapter 3: Multichannel Retailing
- Understand the nonstore channels offered by retailers.
- Compare the benefits offered by the four major retail channels: stores, Internet, mobile, and catalogs.
• Analyze the challenges facing multichannel retailers.
• Consider the multichannel shopping experience in the future.

Chapter 4: Customer Buying Behavior
• Describe the process that consumers go through when making retail patronage and buying decisions.
• Identify the different types of buying processes.
• Summarize how the economy and social factors affect customer purchase decisions.
• Determine why and how retailers group customers into market segments.

Chapter 5: Retail Strategy
• Define the retail strategy.
• Illustrate how retailers build a sustainable competitive advantage.
• Classify the different strategic growth opportunities retailers pursue.
• Identify issues that arise as domestic retailers become global retailers.
• Know the steps retailers go through to develop a strategic plan.

Chapter 6: Financial Strategy
• Review the strategic objectives of a retail firm.
• Contrast the two paths to financial performance using the strategic profit model.
• Illustrate the use of the strategic profit model for analyzing growth opportunities.
• Analyze the financial risks facing a retail firm.
• Review the measures retailers use to assess their performance.

Chapter 7: Retail Locations
• Describe the types of retail locations available to retailers.
• Review the types of unplanned locations.
• Analyze the characteristics of the different types of shopping centers.
• Discuss nontraditional retail locations.
• Match the locations to the retailer’s strategy.
• Review the societal and legal considerations in selecting locations.

Chapter 8: Retail Site Locations
• Summarize the factors considered in locating a number of stores.
• Review the characteristics of a particular site.
• Understand how retailers analyze the trade area for a site.
• Determine the forecasted sales for a new store location.
• Illustrate the site selection process.
• Explain the different types and terms of leases.

Chapter 9: Human Resource Management
• Review the objectives of human resource management.
• Discuss the major issues facing human resource managers.
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- Summarize the activities retail employees undertake and how they are typically organized.
- Present activities undertaken to win the talent war.
- Identify the legal issues involved with human resource management.

Chapter 10: Info Systems and Supply Chain Management
- Understand the strategic advantage generated by a supply chain.
- Describe the information and merchandise flows in a supply chain.
- Consider the activities that are undertaken in a distribution center.
- Review the considerations in the design of supply chains.
- Explain how retailers and vendors collaborate to make sure the right merchandise is available when customers are ready to buy it.
- Discuss RFID and its implications for retailers.

Chapter 11: Customer Relationship Management
- Describe the customer relationship management process.
- Understand how customer shopping data are collected.
- Explain the methods used to analyze customer data and identify target customers.
- Outline how retailers develop their frequent-shopper programs.
- Explain various ways to implement effective CRM programs.

Chapter 12: Managing the Merchandise Planning Process
- Explain the merchandise management organization and performance measures.
- Contrast the merchandise management processes for staple and fashion merchandise.
- Describe how to predict sales for merchandise categories.
- Summarize the trade-offs for developing merchandise assortments.
- Illustrate how to determine the appropriate inventory levels.
- Analyze merchandise control systems.
- Describe how multistore retailers allocate merchandise to stores.
- Review how retailers evaluate the performance of their merchandise management decisions.

Chapter 13: Buying Merchandise
- Identify the branding options available to retailers.
- Describe how retailers buy national brands.
- List the issues retailers consider when developing and sourcing store-branded merchandise internationally.
- Understand how retailers prepare for and conduct negotiations with their vendors.
- Determine why retailers build strategic relationships with their vendors.
- Indicate the legal, ethical, and social responsibility issues involved in buying merchandise.
Chapter 14: Retail Pricing
- Explain the difference between a high/low pricing strategy and an everyday low-pricing strategy.
- Identify the factors retailers consider when pricing their merchandise.
- Describe how retailers set prices.
- Examine how and why retailers take markdowns.
- Identify the pricing techniques retailers use to increase sales and profits.
- Describe how the Internet and social and mobile channels are used to make pricing decisions.
- Indicate the legal and ethical issues retailers should consider when setting prices.

Chapter 15: Retail Communications Mix
- Identify the traditional media elements.
- Identify the new media elements.
- Understand how retailers use communication programs to develop brand images and build customer loyalty.
- List the steps involved in developing a communication program.

Chapter 16: Managing the Store
- Describe how to improve the ability of workers through efficient recruiting, socializing, and training.
- Examine how to improve the effort of workers through proper motivation, evaluation, rewards, and compensation.
- Illustrate effective leadership strategies of a store manager.
- Explore the various strategies a store manager can undertake to control costs.

Chapter 17: Store Layout, Design, and Visual Merchandising
- Identify the critical issues retailers need to consider when designing a store.
- List the advantages and disadvantages of alternative store layouts.
- Describe how to assign store floor space to merchandise departments and categories.
- Illustrate the best techniques for merchandise presentation.
- Understand how retailers can create a more appealing shopping experience.

Chapter 18: Customer Service
- Identify how retailers can build a competitive advantage through customer service.
- Explain how customers evaluate a retailer's customer service.
- Indicate the activities a retailer can undertake to provide high-quality customer service.
- Articulate retailers' service failure strategies.
Course Requirements

Included within each module will be some variety of the following elements:

- Learning objectives and outcomes
- Lesson summary and quick notes on the material
- Reading assignment

Assignments may include all or some of the following within each module:

- Connect interactive assignment
- Discussion
- Case study

You are free to work ahead on the learning modules, but participation in discussions will be limited to the week in which they are assigned (follow up with classmates is due the week after). Think about it; it would be hard to have a real discussion with your classmates if you were the only one working ahead and had already posted your prompt with no one to respond or interact with. And I am of the mindset that discussions and collaboration with your peers is really where we all learn, so be prepared to provide quality posts and interactive dialogues with your fellow students.

All discussions, interactives and case analyses will be due by 11:59 p.m. Mountain Standard Time on the Saturday of the week they are assigned (see your course schedule/assignment list for dates). Again, you can work ahead on the interactives, but remember they are due by the date assigned in the course schedule/assignment list. Late work is not accepted. Period. The beauty of an online course is that you can do it from anywhere and that is expected of you, whether that means you’re responding to discussions about ethical advertising while on a sandy beach somewhere amazing for vacation or you’re stuck in a work conference all week with a spotty hotel internet connection. Do not wait until the last minute to complete your work in case you run into a technical issue that prevents you from turning in your work on time.

Connect Interactives

The Connect supplement is required for this course. It is an online platform where your weekly interactive assignments will be conducted. As stated above, you can use the three-week trial version before purchasing the full Connect supplement, but you will be required to use the same email for both. When accessing Connect, you must always do so through Blackboard by clicking on the assignment link in each module. If you attempt to access your assignments directly through Connect, bypassing the Blackboard link, your grade may not transfer correctly. You may work ahead on the interactives, but remember they are due within the week assigned.

If you run into a technical issue with Connect, please call Connect Tech Support at 800.331.5094. Their support hours are listed at http://mpss.mhhe.com/. You’ll also find a cool chat tool there which you may find more helpful than a phone call.
Discussions

Discussions in an online class function differently than they do in a traditional classroom, but they serve the same purpose. They allow you to interact with your classmates and learn from one another’s ideas. The prompts in this course are designed to get you thinking about how the material applies to your life and will ask you to draw from personal experiences with the topic. You should plan to actively and consistently participate in each discussion; they constitute a large chunk of your grade.

Discussions will open at 12:01 a.m. on the date the module begins.

When posting to the discussion area, please type in your comments directly into the discussion forum (i.e. do not type your comments into a document and then attach it to the discussion).

When viewing the discussion item for the week, you will only see the prompt. You will not be able to see others’ posts until you post your original response.

You will have one week following the discussion to respond to at least two posts of your classmates in order to receive full credit for the discussion.

To gain full credit for the discussion item, you must post your original response and then respond to at least two other student posts.

Remember this is an academic setting so I'm wanting to see clear examples (either through descriptions or samples) and thoughtful analysis. Constructive feedback/responses are the only kind that will be tolerated. Please be courteous. Don't flame (i.e., post insults, invective, or other personally disrespectful comments) or post flamebait (i.e., deliberately provocative or manipulative material intended or likely to elicit flames).

Please be careful in the use of sarcasm and irony. Online communication lacks the subtle nonverbal cues that help us interpret such rhetorical flourishes in face-to-face settings, so that it is easy to miss the point or misunderstand. More importantly, it is easy to give or take offense where none is intended. Accordingly, give people the benefit of the doubt, and if you are misunderstood, don't get defensive. You might also consider using such rhetorical devices somewhat less in this medium than you would in ordinary conversation, since they are generally less effective here.

Please don't post excessively or monopolize the conversation. Remember that multiple shoot-from-the-hip posts are much less effective than fewer carefully-thought-out ones, and that some patience in responding will encourage more contributors with a wider variety of ideas and perspectives to participate.

You can also use a simple text editor like Notepad (default text editor in Windows) to compose your answer; then copy and paste into the discussion thread and use the text
editing features in Blackboard to format your response. (Be aware that some students have experienced problems copying and pasting from Word into a forum post when using Firefox.)

Once you have copied the plain text, you can use the tools in Blackboard to format your response. There are bulleted and numbered lists, as well as character formatting options. You can also just type directly into the discussion thread and use the text editing tools. While Blackboard is less likely to time out, the possibility still exists that if you take too long to formulate your response, you may be timed out when you click Submit.

Avoid typing in all capital letters, as this is considered to be shouting and is considered rude. Avoid the use of emoticons (emotion icons), abbreviations and informal language. Text messaging abbreviations are not appropriate. Please be tolerant of those who are still learning how to use the Web and this forum (e.g., people who accidentally send multiple copies of the same message, PEOPLE WHO FORGET AND LEAVE THEIR CAPS LOCK KEY ON WHEN TYPING).

Case Analyses

You will complete 4 case analyses on topics aligning with course units. Each case analysis you submit must include a brief synopsis of the case (think of it like a condensed executive summary). You will then need to address all questions that follow each case study in your book, typing out each assigned question before providing your answers. This is to help keep your thoughts organized to make sure you address each question asked.

All typed work for this course should be done in Word using Arial 12 pt font, single-spaced. All responses need to be written in complete, cohesive sentences and in a business professional, third person tone (i.e. no “I” or “we” unless using direct quotes or unless asked to provide your personal opinion).

To adequately address the questions, you will need to pull in information learned from the lesson’s readings as well as any outside resources necessary (remember to retype the questions before you provide your answers). Case study analyses should not exceed 5 pages (typed, single-spaced, 12 pt. Arial font). Cite all references, following either APA or MLA format. I do not tolerate plagiarism. Period. Do not simply regurgitate textbook definitions and examples. Make sure you properly cite all sources and put all points in your own words. Analyses that are plagiarized will receive a failing grade.
Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
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<tbody>
<tr>
<td>Discussions (4 @ 5 pts each)</td>
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<tr>
<td>Connect Interactives (20 @ 2 pts each)</td>
<td>40 pts</td>
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<tr>
<td>Case Analyses (4 @ 10 pts each)</td>
<td>40 pts</td>
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<tr>
<td><strong>Total points possible</strong></td>
<td><strong>100 pts</strong></td>
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Grade Scale

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<tr>
<td>B</td>
<td>80 – 89</td>
<td>80 – 89%</td>
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<tr>
<td>C</td>
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<tr>
<td>D</td>
<td>60 – 69</td>
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ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

Academic Integrity

The [Adams State University Student Handbook](#) prohibits all forms of academic dishonesty. These include cheating, plagiarism, forgery, furnishing false information, and alteration or misuse of documents, records, or identification. If you engage in course-related academic dishonesty, you will receive a failing grade for the assignment in question or for the class based on the seriousness of the infraction. Please see the Student Handbook under the section Academic Integrity. I do not take this policy lightly. If you submit work that is lifted completely from the book, an online source (which is not properly cited) or another person’s work, you will fail this course.