Instructor: Heather Ashbach  
Email: hashbach@live.com (preferred method of contact)  
Phone: 719.651.3224  
Address: PO Box 3474, Dana Point, CA 92629

COURSE DELIVERY:

Print-based correspondence

CREDIT HOURS:

3 Semester Hours

PREREQUISITES:

None

COURSE TIME LIMITS:

Correspondence courses require a minimum of 6 weeks to complete and all course requirements must be satisfied within one-year of your initial registration date.

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 "Undergraduate" or "Educators K-12" icon. Click on the "Bookstore" link. Select "DISTLEARN" from the department menu.

Use Section Number: 1636 to order books from the 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, e-mail Loretta Martinez at lcmartin@adams.edu, or send a mailed request to ASU Bookstore, 208 Edgemont Blvd. Suite 3140, Alamosa, CO 81101.

Required Textbook:

BUS 359 – RETAIL MANAGEMENT

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.

STUDENT LEARNING OUTCOMES:

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

Chapter 1

✓ Define retailing, consider it from various perspectives, demonstrate its impact, and note its special Characteristics.
✓ Introduce the concept of strategic planning and apply it.
✓ Show why the retailing concept is the foundation of a successful business, with an emphasis on the total retail experience, customer service and relationship retailing.

Chapter 2

✓ Explain what “value” really means and highlight its pivotal role in retailers’ building and sustaining relationships.
✓ Describe how both customer relationships and channel relationships may be nurtured in today’s highly competitive marketplace.
✓ Examine the differences in relationship building between goods and service retailers.
✓ Discuss the impact of technology on relationships in retailing.
✓ Consider the interplay between retailers’ ethical performance and relationships in retailing.

Chapter 3

✓ Show the value of strategic planning for all types of retailers.
✓ Explain the steps in strategic planning for retailers: situation analysis, objectives, identification of consumers, overall strategy, specific activities, control, and feedback.
✓ Examine the individual controllable and uncontrollable elements of a retail strategy, and to present strategic planning as a series of integrated steps.
✓ Demonstrate how a strategic plan can be prepared.

Chapter 4

✓ Show the ways in which retail institutions can be classified.
✓ Study retailers on the basis of ownership types and examine the Characteristics of each.
✓ Explore the methods used by manufacturers, wholesalers, and retailers to exert influence in the distribution channel.
BUS 359 – RETAIL MANAGEMENT

Chapter 5

✓ Describe the wheel of retailing, scrambled merchandising, and the retail life cycle and show how they can help explain the performance of retail strategy mixes.
✓ Discuss ways in which retail strategy mixes are evolving.
✓ Examine a wide variety of food-oriented retailers involved with store-based strategy mixes.
✓ Study a wide range of general merchandise retailers involved with store-based strategy mixes.

Chapter 6

✓ Contrast single-channel and multi-channel retailing.
✓ Look at the characteristics of the three major retail institutions involved with non-store-based strategy mixes: direct marketing, direct selling, and vending machines with an emphasis on direct marketing.
✓ Explore the emergence of electronic retailing through the web.
✓ Discuss two other nontraditional forms of retailing: video kiosks and airport retailing.

Chapter 7

✓ Discuss why it is important for a retailer to properly identify, understand and appeal to its customers.
✓ Enumerate and describe a number of consumer demographics, lifestyle factors, and needs and desire – and explain how these concepts may be applied to retailing.
✓ Examine consumer attitudes toward shopping and consumer shopping behavior, including the consumer decision process and its stages.
✓ Look at retailer actions based on target market planning.
✓ Note some of the environmental factors that affect consumer shopping.

Chapter 8

✓ Discuss how information flows in a retail distribution channel.
✓ Show why retailers should avoid strategies based on inadequate information.
✓ Look at the retail information system, its components, and the recent advances in such systems.
✓ Describe the marketing research process.

Chapter 9

✓ Demonstrate the importance of store location for a retailer and outline the process for choosing a store location.
✓ Discuss the concept of a trading area and its related components.
✓ Show how trading areas may be delineated for existing and new stores.
✓ Examine three major factors in trading-area analysis: population characteristics, economic base characteristics, and competition and the level of saturation.
Chapter 10

- Thoroughly examine the types of locations available to a retailer: isolated store, unplanned business district, and planned shopping center.
- Note the decisions necessary in choosing a general retail location.
- Describe the concept of the 100% location.
- Discuss several criteria for evaluating general retail locations and the specific sites within them.
- Contrast alternative terms of occupancy.

Chapter 11

- Study the procedures involved in setting up a retail organization.
- Examine the various organizational arrangements utilized in retailing.
- Consider the special human resource environment of retailing.
- Describe the principles and practices involved with the human resource management process in retailing.

Chapter 12

- Define operations management.
- Discuss profit planning.
- Describe asset management, including the strategic profit model, other key business ratios, and financial trends in retailing.
- Look at retail budgeting.
- Examine resource allocation.

Chapter 13

- Describe the operational scope of operations management.
- Examine several specific aspects of operating a retail business: operations blueprint; store format, size and space allocation; personnel utilization; store maintenance, energy management, and renovations; inventory management; store security; insurance; credit management; computerization; outsourcing; and crisis management.

Chapter 14

- Demonstrate the importance of a sound merchandising philosophy.
- Study various buying organization formats and the processes they use.
- Outline considerations in devising merchandise plans: forecasts, innovativeness, assortment, brands, timing, and allocation.
- Discuss category management and merchandising software.

Chapter 15

- Describe the steps in the implementation of merchandise plans: gathering info, selecting and interacting with merchandise sources, evaluation, negotiation, concluding purchases, receiving and stocking merchandise, reordering, and re-evaluation.
BUS 359 – RETAIL MANAGEMENT

✓ Examine the prominent roles of logistic and inventory management in the implementation of merchandise plans.

Chapter 16

✓ Describe the major aspects of financial merchandise planning and management.
✓ Explain the cost and retail methods of accounting.
✓ Study the merchandise forecasting and budgeting process.
✓ Examine alternative methods of inventory unit control.
✓ Integrate dollar and unit merchandising control concepts.

Chapter 17

✓ Describe the role of pricing in a retail strategy and show that pricing decisions must be made in an integrated and adaptive manner.
✓ Examine the impact of consumers; government; manufacturers; wholesalers, and other suppliers; and current and potential competitors on pricing decisions.
✓ Present a framework for developing a retail price strategy: objectives, broad policy, basic strategy, implementation, and adjustments.

Chapter 18

✓ Show the importance of communicating with customers and examine the concept of retail image.
✓ Describe how a retail store image is related to the atmosphere it creates via its exterior, general interior, layout, and displays, and to look at the special case of non-store atmospheres.
✓ Discuss ways of encouraging customers to spend more time shopping.
✓ Consider the impact of community relations on a retailer’s image.

Chapter 19

✓ Explore the scope of retail promotion.
✓ Study the elements of retail promotion: advertising, public relations, personal selling, and sales promotion.
✓ Discuss the strategic aspects of retail promotion: objectives, budgeting, the mix of forms, implementing the mix, and reviewing and revising the plan.

Chapter 20

✓ Demonstrate the importance of integrating a retail strategy.
✓ Examine four key factors in the development and enactment of an integrated retail strategy: planning procedures and opportunity analysis, defining productivity, performance measures, and scenario analysis.
✓ Show how industry and company data can be used in strategy planning and analysis (benchmarking and gap analysis).
✓ Show the value of a retail audit.
BUS 359 – RETAIL MANAGEMENT

COURSE REQUIREMENTS:

Introduction/Syllabus Agreement:
Please submit your introduction (detailed in the Study Guide) as soon as possible so that I will know you have read through the course requirements, agree to the Syllabus and that you are beginning the course.

Homework Assignments:
There are 20 chapters and each includes a reading assignment, homework assignment. Each Homework Assignment is worth 3 points for a total of 60 possible points.

Case Analyses:
The course is broken out into 8 Units. There are eight Case Analyses worth 5 points each for a total of 40 possible points.

Allow up to one week per Unit to receive feedback and grades. You may submit coursework via e-mail (preferably) or snail mail. If submitting via e-mail, please note in the subject line your first and last name, the course number and which assignments are being submitted. If assignments are submitted by mail, postage paid self-addressed envelopes must be included along with all work in order for it to be returned to you.

If questions arise throughout the course, please contact me at hashbach@live.com. Please save phone calls for emergencies only; I like to have a record of all correspondence.

After you have submitted your first assignment and received feedback, you can begin submitting multiple assignments together.

Formatting

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). Do not simply regurgitate textbook definitions and examples. Plagiarism is not tolerated. Assignments that are plagiarized will receive a failing grade.

Assignments are to be saved according to the following format:

- Your last name Course Number Unit 1
- EX: Smith BUS 359 Unit 1

For your Chapter homework assignments and case study analyses, please retype each question before providing your answer. For each of your case analyses, you will need to provide a brief, one paragraph synopsis of the case, and then address all questions that follow each case study in your textbook using 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.** Make sure you properly cite all sources and put all points in your own words. **Analyses that are plagiarized will receive a failing grade.** All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

**COMPUTER / INTERNET REQUIREMENTS:**

Components of this course may require internet or other computer use. If you do not have access to a computer and/or word processing software, please contact the instructor prior to starting the course.

**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>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework Assignments (20 Ch. @ 3 pts. each)</td>
<td>60 pts.</td>
</tr>
<tr>
<td>Case Analyses (8 @ 5 pts. each)</td>
<td>40 pts.</td>
</tr>
<tr>
<td><strong>Total points possible</strong></td>
<td>100 pts.</td>
</tr>
</tbody>
</table>

**Grade Scale:**

- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = <60

**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. All written work is subject to plagiarism detection software review.