

THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY
DEPARTMENT OF MARKETING

MARK3460 Retailing

Spring 2020

Syllabus

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Learning Objectives

This course provides a customer centric approach to understand what retailing is all about. The primary focus of this course will be on understanding customers' shopping behavior and developing retailing strategy with the understanding of why and how consumers buy. Topics such as in-store space management, pricing, promotion etc. will be discussed. The course is relevant for students interested in working for retailers, for retail-affiliated business such as wholesalers or manufacturers, and retailer-related functions such as advertising or third-party logistics providers. The topics we will cover provide a firm foundation in many dimensions of retailing, including merchandising, pricing, promotion and site selection.

Teaching and Learning Activities

LECTURES: Retailing-specific concepts and decisions will be introduced and discussed extensively. Some of the key concepts from your previous marketing courses will be reviewed and their application in the retailing setting will be discussed.

CASE DISCUSSION: Considering real-life problems confronted by retailers refines the analytical and presentation skills as well as facilitates effective learning by applying theoretical concepts to solve real-world problems. Case discussion is used as primary learning tool in this course. You are expected to read each case and prepare for the in-class case discussion. Discussion questions will be assigned prior to class to facilitate case discussion.

GROUP PROJECTS: There will be a project that allows you apply what you learn from the class to the real-life retailing setting. In this group project, you will choose one store and analyze its retailing strategies. Primary data from store visits/being mysterious shoppers as well as secondary data are expected to support your discussion. Detailed project guideline will be distributed in class.

Course Website and Reading Materials

The course website is on Canvas (<https://canvas.ust.hk/>). Zoom meeting schedule, lecture slides, announcements, and other materials will be regularly posted to this site. Please contact the TA if you have trouble logging in or accessing the materials.

SUGGEST READING: Retail Management: A Strategic Approach, 9th edition, by Levy/Weitz McGraw-Hill

Coursework and Assessment

Below is the coursework requirement

Group Assignment (10%)
Individual Assignment (10%)
Final Exam (30%)
Project (28%)
Peer Evaluation (7%)
Class Participation (13%)
Research Credit (2%)

EXAM: There will be a final exam in this course. Exam will be held simultaneously for both sections of MARK3460 during the tutorial time (see the tentative course outline).

In case you are not able to take the exam on the scheduled time due to serious illness or circumstances, the school policy on “Illness or Other Circumstances Affecting Assessment” will be followed (see below). Only students with approved exceptions will be allowed to take a make-up examination on an alternative date during the Finals Week, and the exam will be based on the content of the full course (that is, all materials covered in class). Students with denied exceptions will not earn any points for missing any exam.

ILLNESS OR OTHER CIRCUMSTANCES AFFECTING ASSESSMENT (UG Academic Regulation:7.5)

If students wish the University to take into account illness or some other extenuating circumstances that have affected their performance in an examination, or ability to attend an examination, or to complete other assessment activities, they must report the circumstances of the case in writing and provide appropriate documentation to ARRO within one week of the scheduled date of the assessment activity. The Director of ARRO will review the case and make a recommendation to the relevant Dean, the Dean's designate or the Director of IPO. (http://arr.ust.hk/reg/em/em_std_reg/reg_makeup.html).

Please go to <http://arr.ust.hk/reg/forms/EX-16.pdf> to download the Report on Illness or Other Circumstances Affecting Assessment Form.

PROJECT: Grading of the project is composed of two parts, the written report and the final presentation. Grading criteria will be distributed later in the semester.

PEER EVALUATION: To ensure equal participation in and contribution to group projects, a peer evaluation system will be in place. You will be asked to evaluate your team members' (excluding your own) performance contribution to the team at the end of the semester.

CLASS PARTICIPATION: You are expected to attend every class and be on time. However, attendance itself is not sufficient to earn a good class participation grade. Each student will be expected to participate in class discussions. Class participation does not solely mean responding to questions: you are also urged to ask any questions that may help yourself and other better understand the content of lecture or lead to fruitful discussion

RESEARCH CREDIT: As part of your course requirement by the Marketing Department, students enrolled in any marketing classes are expected to earn research credit. Students are required to earn 2 research credits (worth 2% of the course grade). This can be done through participation in 2 marketing experiments (of 1 hour each) OR by completing 2 research assignment that are available from the Marketing Department Office. The marketing experiments will be conducted. Information on how to participate online experiments will be available on Canvas.

Teamwork

Teamwork is an essential component of the course. A significant amount of the work for this course will be done in groups. The purpose of group assignments is to expose you to the real business environment where skills such as dividing workload, communicating effectively, resolving conflicts, and leveraging

each person's strength are immensely valuable. As in the real world, teamwork can sometimes be a frustrating experience. It might be difficult to pick times to meet, you may not see eye to eye with another group member on some issues, or the division of workload may not seem equitable to all group members. As frustrating as it might be, it is important for you to learn how to manage teamwork. *Disputes between group members should be resolved internally.*

Please form groups (the number of people in a group depends on class size) by yourselves and come up with a name for your group. Please upload your group information (group members and group name) to Canvas by the specified deadline (see the tentative course outline).

Grading

No letter grade will be assigned for individual tests or assignments. Final grade will be assigned based on your overall performance in the class.

APPEAL PROCEDURE: Out of fairness for other students, I generally do not entertain requests for re-grading an exam. If you believe, however, that your answer on a particular question of an exam has been misunderstood, you need to submit a request to be reevaluated **within one week** of receiving your score. Please attach a typed note to your exam with your name, student ID, and a short explanation for why you feel your answer deserves more points. Explanations should be specific and pertain to **the content of the question** only. Thus explanations like "I worked really hard and deserve more points" or "My answer on this question is better than X's" will not be acceptable. Please note that a re-evaluation request for a particular segment of the exam will lead to a complete re-evaluation of the entire exam. Thus, this comprehensive re-evaluation may cause your overall score to go up, stay the same, or go down. I will return your final grade within one week of receiving your request.

Instructor as a resource

Concerns, clarifications about the course materials, and any form of feedback are welcome. If there are concerns about course-related issues, bring them to my attention as soon as possible. Do not wait till the end of the semester to have them resolved. If you wish to see me outside class, please schedule an appointment either in class or through email. If you wish to contact your TA, please directly contact her via email to set up an appointment.

Academic Integrity

Students are required to maintain the highest standards of academic integrity. You are expected to work independently (or with your teammates for team assignment) on all exams and assignments. Breaches of these standards of academic integrity include, but not limited to, cheating, plagiarizing, consulting external sources (including the Internet) in completing an assignment, test, or project in which such behaviors are prohibited.

Important Things to Note

1. Please do the assigned readings before class. This is particularly important for case discussions. For all of us to benefit from case discussion, it is important that you come prepared for discussion.
2. Please turn off your cell phone ringer before the class begins. Also, laptops are not allowed in class.
3. Punctuality is important! Coming late not only will affect your participation grade, but also will be asked to answer more questions on that day 😊
4. All deadlines will be strictly enforced. Late submissions will not be graded and no make-up assignments will be allowed.

Tentative Course Schedule: MARK3460 L1 (Wed, Fri 4:30-5:50 pm Rm1003)

LECTURE	Topic	Cases
Feb. 19	Introduction	
Feb. 21	Overview of Retailing <i>Chapter 1,2</i>	
Feb 26, 28	Retailing Market Strategy Chapter 5	Starbucks Feb 28
March 4	Consumer Behavior Chapter 4	
March 6, 11	Multichannel Retailing <i>Chapter 3</i> <i>Groups Form due on March 11</i>	Eddie Bauer Case March 11
March 13	Project Consultation (Topic Choice)	
March 18, 20	Merchandise Management <i>Chapter 12,13</i>	
March 25, 27	Retail Location <i>Chapter 7,8</i> Finalize presentation date/order for each group on March 27	
April 1	Store Design <i>Chapter 17</i>	
April 3, 8	Retailing at the digital age	Sephora Case April 8
April 15	Pricing	
April 17, 22	Customer Relationship Management <i>Chapter 11</i>	Shiny Provision April 22
April 24	Project Consultation	
April 29	Wrap up	
May 6, 8, 13	Presentation	
May 15	Final Exam	
May 19	Due: Final Report	

Tentative Course Schedule: MARK3460 L2 (Tu, Th 10:30-11:50am, Rm 1005)

LECTURE	Topic	Cases
Feb. 20	Introduction	
Feb. 25	Overview of Retailing <i>Chapter 1,2</i>	
Feb. 27, March 3	Retailing Market Strategy Chapter 5	Starbucks March 3
March 5	Consumer Behavior Chapter 4 Due: Group Form	
March 10,12	Multichannel Retailing <i>Chapter 3</i> <i>Groups Form due on March 11</i>	Eddie Bauer Case March 12
March 17	Project Consultation (Topic Choice)	
March 19,24	Merchandise Management <i>Chapter 12,13</i>	
March 26,31	Retail Location <i>Chapter 7,8</i> Finalize presentation date/order for each group on March 26	
April 2	Store Design <i>Chapter 17</i>	
April 7,9	Retailing at the digital age	Sephora Case April 9
April 14	Pricing	
April 16,21	Customer Relationship Management <i>Chapter 11</i>	Shiny Provision April 21
April 23	Project Consultation	
April 28	Wrap up	
May 5, 7, 12	Presentation	
May 15	Final Exam	
May 19	Due: Final Report	