



## Basic Course Information

Semester:	<b>Spring 2021</b>	Instructor Name:	<b>Guillermo Salgado</b>
Course Title & #:	<b>Retail Management, BUS 120</b>	Email:	<b>Guillermo.salgado@imperial.edu</b>
CRN #:	<b>21315</b>	Webpage (optional):	<a href="http://www.imperial.edu">www.imperial.edu</a>
Classroom:	<b>Online. N/A</b>	Office #:	<b>760-554-9081</b>
Class Dates:	<b>February 16 – June 11</b>	Office Hours:	<b>M-F. 8am to 5pm</b>
Class Days:	<b>Online. N/A</b>	Office Phone #:	<b>760-554-9081</b>
Class Times:	N/A	Emergency Contact:	<b>760-554-9081</b>
Units:	3	Class Format:	Online

## Course Description

Students study the methods and management of retail selling. The course includes techniques and attitude for selling, product analysis and sales, and the significance of human relations in selling. This course is recommended for students who wish to explore a career in retail management. (CSU)

## Course Prerequisite(s) and/or Corequisite(s)

None.

## Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Compare the strategies that are used within the different stages of a product's life cycle.
2. Create and present a strategic plan to establish and maintain a strong retail image.
3. Explain the importance of social media to retailing.

## Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Compare and contrast traditional retailers and category specialists
2. Describe how technology (e.g., customer databases, integrated systems and buying and sales forecasting systems) is used to support retail businesses.
3. Identify consumer demographics and environmental factors affecting customers and sales.
4. Evaluate the effectiveness of merchandising decisions in the retail industry.
5. Explain the factors relating to visual merchandising, such as store layouts and presentation.
6. Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain and risk management).

7. Analyze how logistics and supply chain management can achieve a sustainable competitive advantage.
8. Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.
9. Compare different customer service strategies that can be used to improve the customer experience.
10. Create and present a strategic plan for a business including financial performance measures.

### Textbooks & Other Resources or Links

Retail Management: A Strategic Approach, 13th Edition.  
Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee.

1. **Edition:** 13th
2. **ISBN:** 9780133796841
3. **Author:** Berman
4. **Publisher:** Pearson
5. **Formats:** Hardcover, BryteWave Format
6. **Copyright Year:** 2018

### Course Requirements and Instructional Methods

**Weekly Class Lecture** supported by Power Point Presentation via recorded 1 hour zoom session (audio & visual). This is supplemental to student's learning experience in an online course, and is not a requirement. Video will be posted on CANVAS platform for student to access, every Monday at 10am of each semester week. Optional.

**Exams** - Midterm Exam & Final Exam, each valued at 200 points. A total of 400 points (40% of grade).

**Assignment - Weekly Class Discussion Questions (Discussion Tab on Canvas)** – based on weekly readings and supplemental online class lectures, videos shared throughout the semester. Case Analysis of Top Retailers. Weekly Questions will be uploaded by Monday (10am) of every semester week, so student has the entire week to provide a response. Grading scale will be posted on Discussion post via Canvas. There are 20 Chapters in textbook, **yet only the first 10 Chapters will have this assignment.** Valued at 20 points each. A total of 200 possible points (20% of overall grade).

**Assignment - Short Case Analysis:** Cases are found in textbook. Grading scale will be shared with student prior to every week's Short Case Analysis. 10 in total, valued at 10 points each. A total of 100 possible points (10% of overall grade).

**Assignment - Comprehensive Case Analysis :** Cases are found in textbook. Grading scale will be shared with student prior to every week's Comprehensive Case Analysis. 6 in total, valued at 25 points each. A total of 150 possible points (15% of overall grade).

**Assignment - Retail Marketing Plan & Presentation (Final Project):** Details on Assignment will be shared during semester. For now, please review information provided below regarding Retail Marketing Plan: Create and develop an effective Marketing Plan (promotion strategy) for a hypothetical product / service or a start-up business idea to offer the marketplace within the Retail Industry. You can also choose a Retailer that you appreciate, that you would like to create this Plan for. Due at end of semester (Microsoft Word document with supporting Power Point presentation), 150 points (15% of overall grade).

Point Distribution for Retail Marketing Plan / Promotion Strategy:

1. The Company & Mission Statement / Overview. 10 Points.
2. The Product or Service. 10 Points.
3. Competition. 10 points
4. Target Market. 10 points
5. SWOT Analysis. 20 points
6. Positioning Strategy / Competitive Advantage: 20 points.
7. Marketing Program / Promotional Strategy. Include Projected Investments in this Section and what you hope to experience as a return on investment. 20 points
8. The 4 P's. 10 points.
9. Marketing Objectives. 10 points
10. Financial Objectives. 10 points
11. Research / Supporting Documents or Statistics (data) on Target Markets. Articles, Surveys / Research. 10 points.
12. Cover Page: Visual of Logo, Branding, Slogan, & supporting images to depict product / service positioning. 10 points.

*\*150 points in total for completing all of the sections above.*

*Grade will be based on 1. Completing Sections, Factoring in Retail Management / Marketing Terms and Concepts found in textbook and other sources shared in class, quality of writing, and ability to present plan in a manner that is easy to read.*

***Assignments must be submitted via Drop Box, and or via email at [Guillermo.salgado@imperial.edu](mailto:Guillermo.salgado@imperial.edu), By Saturday, 11:59pm (deadline) in order to be eligible for full credit. Assignment submittal will be means used to track attendance. Anything submitted after deadline (during the following week) will be eligible for partial credit (half credit). Please contact your instructor if for some reason you project an issue with submitting assignment on time, before deadline via email, [Guillermo.salgado@imperial.edu](mailto:Guillermo.salgado@imperial.edu) or (760)554-9081.***

***Exams, Midterm and Final, will be Multiple Choice Format, 100 questions each. Exams will be taken via CANVAS QUIZ tab. Exams will be timed, 3 hour window to complete exam (time to be announced).***

***Weekly Video will be accessible through Canvas (zoom video link provided for students who have access to zoom platform and the internet). Videos will be shared on a weekly, Monday morning of every week of the semester, so student has the entire week to review video and complete assignments by Saturday (11: 59pm), deadline for all assignments every week as noted underneath. The video is supplemental, and student is encouraged but not required to view. Video will assist student in understanding what topics are of utmost importance every week and hopefully further illustrate textbook information to increase student's competency levels.***



## Course Grading Based on Course Objectives

**Overall Points: 1,000**

**1000 - 900 points = A**

**800 - 899 points = B**

**700 - 799 points = C**

**600 - 699 points = D**

**0 - 599 point = F**

### Assignments

Short Cases (10) Valued at 10 pts each	= 100 points
Comprehensive Cases (6) valued at 25 pts each	= 150 points
Discussion Questions Ch. 1 – 10. 20 pts each	= 200 points
Retail Marketing Plan & Presentation (1)	= 150 points
Midterm Exam (1)	= 200 points
Final Exam (1)	= 200 points
<b>Total Points</b>	<b>= 1000 points</b>

*\*Assignments must be submitted via Drop Box, and or via email at [Guillermo.salgado@imperial.edu](mailto:Guillermo.salgado@imperial.edu). By Saturday, 11:59pm (deadline) in order to be eligible for full credit. Assignment submittal will be means used to track attendance. Anything submitted after deadline (during the following week) will be eligible for partial credit (half credit). Please contact your instructor if for some reason you project an issue with submitting assignment on time, before deadline via email, [Guillermo.salgado@imperial.edu](mailto:Guillermo.salgado@imperial.edu) or (760)554-9081.*

*\*Exams, Midterm and Final, will be Multiple Choice Format, 100 questions each. Exams will be taken via CANVAS QUIZ tab. Exams will be timed, 3 hour window to complete exam (time to be announced).*

*\*Weekly Video will be accessible through Canvas (zoom video link provided for students who have access to zoom platform and the internet). Videos will be shared on a weekly, Monday morning of every week of the semester, so student has the entire week to review video and complete assignments by Saturday (11: 59pm), deadline for all assignments every week as noted underneath. The video is supplemental, and student is encouraged but not required to view. Video will assist student in understanding what topics are of utmost importance every week and hopefully further illustrate textbook information to increase student's competency levels.*

## Course Policies

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].
- Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

Plagiarism is taking and presenting as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to "cite a source" correctly, you must ask for help.

Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the [General Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

## Other Course Information – Course Content / Lecture Outline

### Course Content / Lecture Outline

1. Traditional retailers and category specialists.
2. Retail technology (customer databases, integrated systems and sales forecasting systems).
3. Consumer demographics and their importance in sales.

4. Environmental factors that impact retailers.
5. Merchandising decisions in retail.
6. Inventory control and supply chains.
7. Risk management in retail.
8. Laws and regulations pertaining to retail sales.
9. Customer service strategies.
10. Strategic business planning including financial strategies.

### IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

### Anticipated Class Schedule/Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 February 16 – February 20	Syllabus & Introduction Chapter 1 – An Introduction to Retailing Discussion Questions Ch. 1	Lecture on Chapter 1, Pages 2 – 23. Discussion Question #1 due by Saturday, 11:59pm
Week 2 February 22 – February 27	Chapter 2 – Building & Sustaining Relationships Discussion Questions Ch. 2	Lecture on Chapter 2, Pages 24 – 50. Discussion Question #2 due by Saturday, 11:59pm
Week 3 March 1 – March 6	Chapter 3 – Strategic Planning Discussion Questions Ch. 3 Short Case Assignment #1. Retailers Must Be Future Ori. <i>Page 80.</i> Short Case Assignment #2. Stores that Accommodate. <i>Page 81.</i> Comprehensive Case #1. Ideas Worth Stealing <i>Page 84.</i>	Lecture on Chapter 3, Pages 51-89. Assignments due by March 6, 11:59pm. Discussion Question #3 due by Saturday, 11:59pm



Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 4 March 8 – March 13	Chapter 4 – Retail Institutions by Ownership Discussion Questions Ch. 4	Lecture on Chapter 4, Pages 90-109. Discussion Question #4 due by Saturday, 11:59pm
Week 5 March 15 – March 20	Chapter 5 & 6 – Retail Institutions by Store-Based Strategy Mix & Forms of Non-Traditional Retailing. Discussion Questions Ch. 5 & Chapter 6 Short Case Assignment #3. Do Power Player’s Rule? <i>Page 160.</i> Short Case Assignment #4. Will the Favorites of Today? <i>Page 161.</i>	Lecture on Chapter 5 & 6. Pages 110-167. Assignments due by March 20, 11:59pm. Discussion Question #5 due by Saturday, 11:59pm.
Week 6 March 22- March 27	Chapter 7 – Identifying and Understanding Customers. Chapter 8 – Information Gathering and Processing. Discussion Questions Ch. 7 & Chapter 8 Short Case Assignment #5. Eating Patterns in America. <i>Page 212.</i> Comprehensive Case #2. How to Attract Millennials? <i>Page 215.</i>	Lecture on Chapter 7 & 8. Pages 168 – 219. Assignments due by March 27, 11:59pm. Discussion Question #6 due by Saturday, 11:59pm.
Week 7 March 29 – April 3	Chapter 9 – Trading Area Analysis Chapter 10 – Site Selection Discussion Questions Ch. 9 & Chapter 10 Short Case Assignment #6. Are Smaller and Faster Best <i>Page 263.</i> Comprehensive Case #3. Mexican Delights <i>Page 266.</i>	Lecture on Chapter 9 & 10. Pages 220 – 271. Assignment due by April 3, 11:59pm. Discussion Question #7 due by Saturday, 11:59pm.
Week 8 April 5 – April 10	Vacation – Spring Break	



Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 9 April 12 – April 17	Midterm Review for Chapters 1 – 10. Midterm Exam (Chapters 1-10)	Midterm Review. Midterm Exam. Chapters 1 thru 10. Discussion Question #8 due by Saturday, 11:59pm
Week 10 April 19 – April 24	Chapter 11 – Retail Organizations & Human Resources Chapter 12 – Operations MGMT: Financial Dimension Discussion Questions Ch. 11 & Chapter 12.	Lecture on Chap. 11 & 12. Pages 272 – 311. Discussion Question #9 due by Saturday, 11:59pm
Week 11 April 26 – May 1	Chapter 13 – Operations MGMT: Operational Dimension. Chapter 14 – Developing Merchandising Plans. Discussion Questions Ch. 13 & Ch. 14. Short Case Assignment #7. Assistant Store Manager. <i>Page 329.</i> Comprehensive Case #4. Predicting Retail Trends. <i>Page 332.</i>	Lecture on Chap. 13 & 14. Pages 312 – 361. Assignments due by May 1, 11:59pm. Discussion Question #10 due by Saturday, 11:59pm
Week 12 May 3 – May 8	Chapter 15 – Implementing Merchandising Plans Chapter 16 – Financial Merchandise Management Discussion Questions Ch. 15 & Ch. 16	Lecture on Chap. 15 & 16. Pages 362 – 406.
Week 13 May 10 – May 15	Chapter 17 – Pricing & Retailing Chapter 18 – Establishing and Maintaining Retail Image. Discussion Questions Ch. 17 & Ch. 18 Short Case Assignment #8 Buyer of Sports Equipment. <i>Page 432</i> Comprehensive Case #5. Knocking off the Knockoffs. <i>Page 436</i>	Lecture on Chap. 17 – 18. Pages 407 – 461. Assignments due by May 15, 11:59pm.
Week 14 May 17- May 22	Chapter 19- Promotional Strategy. Discussion Questions Ch. 19 Short Case Assignment #9. Keep It Simple. <i>Page 488</i> Comprehensive Case #6. Inside the Mind of Shake Shack’s Founder. <i>Page 491</i>	Lecture on Chapter 19. Pages 462 – 495. Assignments due by May 22, 11:59pm.





Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 15 May 24 – May 29	Chapter 20- Integrating & Controlling Retail Strategy. Discussion Questions Ch. 20 Short Case Assign. #10. Envision the Future. <i>Page 513.</i>	Lecture on Chapter 20. Pages 496 – 518. Assignments due by May 29, 11:59pm.
Week 16 June 1 – June 5	FINAL EXAM (CHAPTERS 11 – 20)	FINAL EXAM – Exam will be Multiple Choice, taken via CANVAS – QUIZ TAB. Timed exam, 3 hour window to complete exam. Exam will be made available all of Week 16.
Week 17 June 7 – June 12	Retail Marketing Plan Workshop Week	Retail Marketing Plan Week. Time set aside for completion of plan, and address any past due work that may be still pending for student. Retail Marketing Plan due by June 12 <sup>th</sup> .

**\*\*\*Subject to change without prior notice\*\*\***