

General Course Information

Instructor: Brent McKenzie, MBA, PhD
Email bmckenzi@uoguelph.ca
Office Location MINS201A
Office Hours By Appointment
Department/School Marketing and Consumer Studies

Class Schedule: LEC Tues, Thur
11:30AM - 12:50PM
MCLN, Room 107

Pre-requisites: 14.00 credits including MCS*3600

Restrictions: Registration in BCOMM.MKMN, BCOMM.MKMN:C. This is a Priority Access Course.
Some restrictions may apply during some time periods.

Course Description

This course encompasses a comprehensive view of the retailing sector and an application of marketing concepts in both the domestic and international retail marketplace. Key topics include retail format selection, retail management strategy, target shopper analysis, site selection, and merchandise planning. Additional focus will include the buying, financial analysis, and pricing activities involved in retail operations. The course will also investigate the evolving nature of e-commerce and retail supply chain management issues and opportunities.

Course Learning Outcomes

The learning outcomes for this course include:

- 1 Demonstrate knowledge/recall – the student will be expected to be able to expand their existing knowledge about facts relating to retail operations and management
- 2 Demonstrate comprehension/knowledge – the student will be expected to be able to summarize, contrast, estimate, differentiate, discuss different retail formats
- 3 Demonstrate the ability to apply facts and knowledge - compute, determine, develop, predict, solve retail management challenges
- 4 Demonstrate the ability to analyze - prioritize, differentiate, identify retail operations and management opportunities

5 Demonstrate the ability to synthesize - create, design, generate, integrate, structure a retail management project

6 Demonstrate the ability to evaluate - conclude, critique, decide, defend, justify, recommend retail operations and management decisions and recommendations

Summary of Course Content and Materials

1 January 7th Review of course syllabus –post your personal retail experiences (as a shopper or as an employee)

2 January 9th Introduction to Course – Course Project Introduction/In-class Cases/Online Assignments

Lecture: Why should we care about the retail sector? Prepare to discuss your thoughts on the retail sector – Preliminary Group Formation

3 January 14th Lecture: Retailing History/Non-traditional Retailing

FINALIZATION OF TUESDAY/THURSDAY GROUPS

4 January 16th Lecture: Retail Practice PRICE

Be prepared to discuss the similarities/differences of the PRICE variable in retailing in comparison to other marketing environments

5 January 21st Lecture: Retail Practice PRODUCT

Be prepared to discuss the similarities/differences of the PRODUCT variable in retailing in comparison to other marketing environments

6 January 23rd Lecture: Retail Practice PROMOTION

Be prepared to discuss the similarities/differences of the PROMOTION variable in retailing in comparison to other marketing environments

7 January 28th Lecture: Retail Practice PLACE

Be prepared to discuss the similarities/differences of the PLACE variable in retailing in comparison to other marketing environments

1st Online Discussion Closes 10:00am

8 January 30th Case

Practice Case PRACTICE CASE – J.C. Penney's "Fair and Square" Strategy – All Groups read case and prepare for class discussion

9 February 4th Graded Case #1 Tuesday Groups

Birks: The Sparkle of a Cherished Brand

10 February 6th Grade Case #1 Thursday Groups

Birks: The Sparkle of a Cherished Brand

Graded Textbook Readings #1 – closes 11am

11 February 11th Graded Case #2 Tuesday Groups

Target Corporation: The Grocery Business in the Bull's Eye

12 February 13th Graded Case #2 Thursday Groups

Target Corporation: The Grocery Business in the Bull's Eye

WINTER BREAK – FEBRUARY 17th – 21st

13 February 25th Lecture

Technology and Retailing Be prepared to discuss your experiences and thoughts about the role of technology in retailing

14 February 27th In-class Retailing Activity

2nd Online Discussion Closes 10:00am

15 March 3rd Project Presentations – Tuesday Groups

Complete Project Presentation Evaluations

ALL WRITTEN PROJECTS DUE NO LATER THAN 11:00am FOR ALL GROUPS

16 March 5th Project Presentations – Thursday Groups

Complete Project Presentation Evaluations

17 March 10th Graded Case #3 – Tuesday Groups

Eight Inc. and Apple Retail Stores

18 March 12th Graded Case #3 – Thursday Groups

Eight Inc. and Apple Retail Stores

19 March 17th Graded Case #4 – Tuesday Groups

Building Sustainable Distribution at Walmart Canada

3rd Online Discussion closes 10am

20 March 19th Graded Case #4 – Thursday Groups

Building Sustainable Distribution at Walmart Canada

21 March 24th Graded Case #5 – Tuesday Groups

Earth's General Store: Balancing People, Planet, and Profit in Organic-Food Retailing

Graded Textbook Readings #4 – closes 9am

22 March 26th Graded Case #5 – Thursday Groups

Earth's General Store: Balancing People, Planet, and Profit in Organic-Food Retailing

23 March 31st Lecture/Guest Speaker

Graded Textbook Readings #5 – closes 9am

24 April 2nd Wrap up and Retail Activity

4th Online Discussion Closes – 10:00am

Course Assessment

			Associated Learning Outcomes	Due Date
Assessment 1:	24% (4*6%)	Online Discussions	LO 2 - 6	<i>Weeks 4, 7, 9, and 12</i>
Assessment 2:	24% (4*6% - Lowest case grade is dropped)	In-class case discussions	LO 1 – 6	<i>Weeks 5, 6, 9, 10, and 11</i>

Assessment 3:	15%	Project Presentation	LO 3, 5	<i>Week 8</i>
Assessment 4:	39%	Written Project	LO 1-6	<i>Week 8</i>
Assessment 5:	7%	Class Contribution	LO 1-6	<i>Throughout the semester</i>
Total	100%			

Teaching and Learning Practices

Lectures

This course encompasses a number of different ways of learning, including in-class case discussions; online CourseLink based student interactive discussions, and a major project and related presentation. There are also a number of lectures focuses on historic, current, and future, retailing theories and practice. Thus the in-class time is expected to be interactive and there is a high degree of interactive discussion between the instructor and students. The purpose of the varied types of assignments and evaluation methods is to allow the student to experience and develop a number of different skill sets such as written and verbal communication.

Course Resources

Required Text: Stephens, D. (2017), Reengineering Retail (RR), ISBN 9781927958810, Figure 1 Publishing. (this book is the source for the online written submissions)

Required Cases: There are a number of retailing cases – These must be purchased through the Harvard Business Publishing - The link to the cases is found on the CourseLink site (case discussion format and tips on case preparation are also found on the CourseLink site).

Communication: This course has a website (see <http://courselink.uoguelph.ca/>). Please post any questions you feel are of important to the whole class on this site. If you have questions specifically for me, please email me directly at bmckenzi@uoguelph.ca. I will be communicating with you via your central email account from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list (nor respond to) non University of Guelph accounts. While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours. There will also be a Graduate Teaching Assistant (TBD) for this course.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date for the project, extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested

via email to the instructor as soon as possible. In all other cases, late assignments will not be accepted.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed In-class Case Discussions:

A grade of zero will be assigned if you do not attend, or contribute, to the in-class case discussions. The student is allowed to drop the grade for one of the in-class cases, for whatever reason. This is to account for the fact that a student may need to miss one of the case discussions for whatever reason. For any additional missed case, please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before

submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

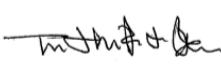
Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is April 3rd, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	December 4, 2019
Chair Signature (Approval):	
Date Approved by Chair:	