

Marketing
Course Number: 29:630:368
Course Title: Retail Marketing

COURSE DESCRIPTION

This course is designed to help students understand the many aspects of Retail Marketing. It is an introduction to the field of Retail Marketing and will extend your basic marketing knowledge to include specific considerations necessary for applying marketing principles to retailing. Students will be exposed to several key aspects of retail marketing including emerging issues and trends, multichannel retailing, consumer buying behavior, store considerations, merchandising, promotions, pricing and customer relationship marketing. In addition, we will study the expansion of e-commerce, mobile marketing, and the use of technology in Retail Marketing. By the end of this course, students should understand the vital role of Marketing in the success of any retailing venture and be able to apply learned principles to a realworld Retail business cases.

COURSE MATERIALS

- NO TEXTBOOK REQUIRED
- Required Other Readings:
 - o Students must subscribe to the **NRF SmartBrief** AND the **NRF SmartBrief What's Next Edition** (FREE). Register here:
<https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=nrf> o See Course Schedule and Canvas each week for additional required readings.
 - Some readings are free and some may be purchased through the Harvard Business Review Coursepack here: <https://hbsp.harvard.edu/import/692992>

LEARNING GOALS AND OBJECTIVES

Students who complete this course will demonstrate the ability to:

- Explain how basic Marketing principles apply to Retail.
- Identify the considerations for developing a Retail Marketing Plan.
- Apply learned principles that serve as a foundation for marketing strategy in a Retail organization.

Students develop these skills and knowledge through the following course activities and assignments:

- Reading relevant materials including current articles, and business cases
 - Attending and participating in Class Lectures and Discussions including business case analysis
 - Watching relevant videos
 - Weekly readings, case assessments, and writing response exercises
 - Preparing for Mid-Term and Final Exams
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ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- You are expected to attend all class sessions. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 3 days of your first absence. A portion of your grade relates to class participation, and you cannot participate in class discussions if you are not present.
- For weather emergencies, consult the campus home page to find out whether campus is open. However, if road conditions are severe, I may cancel class regardless of the campus decision. I will communicate such a cancellation by 3pm on the day of class, through an email blast and Canvas announcement. Please make sure your email address is up to date in Canvas, and that you check frequently.
- Expect me to arrive on time for each class session. I expect the same of you. If you plan to be tardy, please contact me via email at least 1 day in advance. Otherwise, your tardiness will factor into your participation grade. Again, you cannot participate if you are not present for class discussions.
- Expect me to remain for the entirety of each class session. I expect the same of you. If you plan to leave early, please contact me via email at least 1 day in advance and remind me at the start of class. Otherwise, your early departure will factor into your participation grade, as again, you cannot participate if you are not present for class discussions.
- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and written assignments. You cannot learn if you are not prepared.
- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

CLASSROOM CONDUCT

- In addition to staying focused and involved, please be respectful of your classmates' opinions. I try to foster an interactive environment, where we can all learn from each other.
 - Using **cell phones** during class lecture and discussion is **not permitted**.
 - Laptops and tablets should only be used to take notes related to class discussions, and as-needed during in-class exercises related to the coursework. Students should not be clicking away on personal emails or other coursework while others are trying to learn. If I discover that laptops and tablets are being used for other purposes during class, I will institute a no-device policy.
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EXAM DATES AND POLICIES

There will be two (2) non-cumulative exams during this semester, administered according to the attached schedule. Your scores on the 2 exams will count for a combined 30% toward your final grade. You will be allotted 75 minutes of class time to complete each exam, beginning from the start of a class. Please arrive early on these dates so we can get started right away. If you come in late, you will NOT be given any additional time to complete it. If you miss an exam without prior approval from me based upon a legitimate reason, you will receive zero (0) points for that exam. If you miss an exam for a documented and approved reason, you will be administered a make-up exam, which may be partly oral in nature (i.e., you will be required to answer questions verbally that I will ask you in person). I will give you a nonnegotiable date by which this make-up needs to be completed.

GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

Class Attendance & In-Class Group Contribution	15%
In-Class Exercises	10%
Reading/Writing Response Assignments:	20%
Apply Learning Assignments:	25%
Exams (Mid-Term & Final @ 15% each)	30%
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	100%

Class attendance & In-Class Group Contribution (15% of final grade)

Perfect, on-time attendance plus perfect group peer evaluations will earn students their full score. For Peer Evaluations, students will evaluate their group members' participation based on three requirements: being respectful and cooperative, contributing actively, and contributing high-quality ideas and work product.

In-Class Exercises (10% of final grade)

Participate in in-class exercises and short written activities –that demonstrate application of marketing principles in real-world retail marketing situations. If you have a planned and excused absence when an in-class activity is scheduled, you may complete the work independently and submit it to me by email within 24 hours of our class time.

Reading/Writing Response Assignments (20% of final grade)

To be completed independently. Each week students may have a reading assignment and be asked to answer questions specific to the reading to: be knowledgeable about current retail marketing news & issues, prepare for the next class, or to demonstrate understanding of class topics. Readings may include current articles and/or Case Studies.

Apply Learning Assignments (25% of final grade):

Completed independently. Apply learning assignments will focus on applying a specific module's topic to an actual retail marketing situation, relating back to course material.

Exams (30% of final grade):

Mid-Term Exam plus Final Exam, each worth 15% of your grade. Exams will be administered in-class and will include a combination of T/F, Multiple Choice, and Essay questions.

The final course grade will be as follows.

A	90.0%+
B+	87.0 - < 89.9
B	80.0 - < 86.9
C+	77.0 - < 79.9
C	70.0 - < 76.9
D	60.0 - < 69.9
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an

error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

MODULE	TOPIC	ASSIGNMENTS DUE – CHECK CANVAS
1	Course Introduction & Introduction to Retailing	<p>Required Reading and/or Videos</p> <ul style="list-style-type: none"> - Syllabus <p>Assignments Due Before Class</p> <ul style="list-style-type: none"> - None <p>In-Class Assignments</p> <ul style="list-style-type: none"> - None
2	Setting the Stage: Refresher on important Marketing Models (applied to Retail)	<p>Required Reading and/or Videos</p> <ul style="list-style-type: none"> - NRF SmartBrief & What's Next - Article on the 4 P's (E's) of Retail (CANVAS) <p>Assignments Due Before Class</p> <ul style="list-style-type: none"> - Writing Response: NRF SmartBrief Summary - Writing Response: Favorite Retailer Explanation <p>In-Class Assignments</p> <ul style="list-style-type: none"> - Group Activity: 4 P's (E's) of Retail

3	The Retail Environment + Group Selections	
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4	The Customer Journey & Retail Market Segmentation/Targeting	
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5	PLACE: Store/Location Planning & Intro to Omnichannel Retailing	
6	PLACE: E-Commerce, Omnichannel & the Impact of Amazon	-
7	MID-TERM EXAM PRODUCT: Retail Merchandising	-
8	GUEST SPEAKER PRODUCT: Private Branding in Retail	-
9	PROMOTION: Integrated Marketing Communications	-
10	PROMOTION: Digital Marketing & Social Media	-
11	PROMOTION: Traffic & Sales Driving Promotions PRICE: Retail Pricing	-
12	CRM in Retailing	-

13	Retail Marketing Technology & Measuring Success in Retail Marketing	-
14	Putting it all Together	
15	FINAL EXAM	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]