

School of Marketing and International Business

MARK 320 ST: RETAIL MARKETING

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer:	Dr Micael-Lee Johnstone
Office:	RH 1124, Level 11 Rutherford House
Phone:	04-463 6933
Email:	micael-lee.johnstone@vuw.ac.nz
Office Hours:	Wednesday 10.30am – 12.00pm
Course Administrator:	Helen Hynes
Office:	RH 1130, Level 11 Rutherford House
Phone:	04-463 5529
Email:	helen.hynes@vuw.ac.nz
	<u>Contact Helen</u> for questions relating to tutorial signups.

Trimester Dates

Teaching Period: Monday 14th July – Friday 17th October
Study Period: Monday 20th October – Thursday 23rd October
Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th September. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Monday	2.40pm – 4.30pm	Rutherford House, RHLT3
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Course Delivery

In addition to the one two-hour lecture per week, there will be six tutorial sessions. The first tutorial will commence in week two. Lectures and tutorials will include discussion, in-class exercises, and group activities. Students should plan to attend all sessions, having read the indicated materials. Students should also be prepared to participate in the class discussions and activities.

Tutorials

Six one-hour tutorials will be held as noted in the schedule. Times and places for the tutorials will be posted on *Blackboard*. Sign-up for tutorials will occur via S-cubed; instructions for this will be provided on the *Blackboard* site. The S-cubed site will be available on *Blackboard* from **Tuesday 15th July 8am until Thursday 17th July 5pm 2014**. Final student allocation to tutorial groups and rooms will be posted on *Blackboard* at the start of Week 2. For all tutorial allocation enquiries, please contact the course administrator, Helen Hynes.

If you are unable to attend a lecture or tutorial, please make arrangements with another student in the class to review the notes. You may also refer to the *Blackboard* site for a general overview of the material covered, but please do not use this to replace your attendance. The tutorials have also been designed to assist you with your assignments.

Expected Workload

MARK 320 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 14-week trimester for MARK 320. This time includes preparing for and attending lectures and tutorials, working on the assignments, and studying for the final examination. To get the most out of the course, please come **prepared** for all course activities as this will enable you to achieve the objectives of the course from an individual perspective. It also helps to promote an effective learning environment for the class as a whole.

Prescription

The course examines the nature and scope of marketing in the retail environment, explores the physical and online retail space, and focuses on the planning and implementation of retail marketing programmes.

Course Learning Objectives

Upon completing this course students should be able to:

1. Discuss the unique nature and scope of marketing in the retail environment;
2. Identify and understand the key success factors that should be considered when developing retail marketing programmes;
3. Critically evaluate challenges facing retail marketing professionals;
4. Develop a retail marketing strategy and prepare a strategic marketing plan.

Course Content

Week	Tutorials & Assessment	Lectures	Topics	Readings
1	No tutorial	14 July	An overview of strategic retail management	Chapters 1, 3
2	Tutorial 1	21 July	Shopping behaviour I	Chapter 7 pp.55-66
3	Tutorial 2	28 July	Servicescapes & retail image	Chapter 18 Bitner (1992): refer to <i>Blackboard</i>
4	Tutorial 3 Presentations Begin	4 Aug	Shopping behaviour II	TBA
5	No tutorial Assignment One Due Thursday 14 August, 12pm	11 Aug	Retail locations	Chapters 9, 10
6	No tutorial	18 Aug	e-tailing	Chapter 6
25 Aug - 7 Sept		Mid-trimester break		
7	Tutorial 4	8 Sept	Merchandise management	Chapters 14, 15 pp.230-236
8	Tutorial 5	15 Sept	Managing people	Chapter 11
9	Tutorial 6	22 Sept	Financial merchandise management & Pricing	Chapters 16, 17
10	Tutorial 7 Presentations Finish	29 Sept	Promotional strategy	Chapter 19
11	No tutorial Assignment Two due Thursday 9 October, 12pm	6 Oct	Contemporary issues in retailing	TBA
12	No tutorial	13 Oct	Course overview & Exam briefing	

Note: This is a tentative schedule, which is subject to change. Changes would be notified in class and/or on the Blackboard site.

Readings

The prescribed textbook is:

Berman, Barry and Joel R. Evans (2013), *Retail Management: A Strategic Approach: An International Edition* (12 ed.), Pearson Australia.

Additional readings and videos are often utilised to supplement the text. When appropriate, readings will be posted on Blackboard.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare for assignments, and tutorials. A silent and non-programmable calculator will be required for the final examination.

Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

No.	Assessment	%	Due Date
1	Presentation <i>(Objectives 1, 2, 3)</i>	10	During tutorials wks 4, 7, 8, 9,10
2	Assignment One: The servicescape <i>(Objectives 1, 2, 3)</i>	20	Thursday 14 August 12pm
3	Assignment Two: Retail Marketing Plan <i>(Objectives 2, 4)</i>	20	Thursday 9 October 12pm
4	Exam (External assessment) 2 hour exam, closed book, silent non-programmable calculators may be required. <i>(Objectives 1, 2, 3)</i>	50	TBA
		100	

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is up to one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), up to two days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Page limits: Clear page limits are stated for each assignment. Failure to adhere to these limits will have **5% deducted from the available grade for every page that is over the limit**. (Note: all assignments must use 1.5 spacing; Times New Roman 12 font; margin size 2.5cm on top, bottom, left, and right margins).

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Handing in assignments

All assignments **must** have a Cover Page. This can be found on *Blackboard*.

Post the assignments in the MARK 320 assignment box located in Rutherford House mezzanine level by the due date and time. Any work (including electronic submissions) received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed in by the 11th floor reception staff. Do NOT slide them under doors or put them in the assignment box after the due date.

Returning Assignments

Where possible, assignments will be returned to students in class (for example, during lectures or tutorials), or by the lecturer/tutor concerned at a **pre-arranged** time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Extensions

Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) by the MARK 320 Course Coordinator, and only in consultation with the Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged before the due date.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

Friday 24th October – Saturday 15th November (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

- Complete all pieces of assessment,
- Attain a minimum grade of 40% in the final exam.

Failure to meet the mandatory course requirements will jeopardise your ability to accumulate sufficient marks to pass the course. The outcome for the course will be a standard grade (A+ to E).

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Additional University information is available on the MARK 320 *Blackboard* site. Information specific to MARK 320 will be communicated in class or on *Blackboard*. Please check *Blackboard* regularly.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
