

School of Marketing and International Business

MARK 320 ST: RETAIL MARKETING

Trimester 2, 2015

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 – 12pm

Course Administrator: Katrina Walsh
Office: RH 1121, Level 11 Rutherford House
Phone: 04 463 5723
Email: katrina.walsh@vuw.ac.nz

Contact Katrina for questions relating to tutorial signups.

Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October
Study Period: Monday 19th October – Thursday 22nd October
Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th September 2015. 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*’ form including supporting documentation. The application form is available from either of the Faculty’s Student Customer Service Desks or [online](#).

Class Times and Room Numbers

Wednesday 3.40pm – 5.30pm Government Building GBLT3

Course Delivery

In addition to the one two-hour lecture per week, there will be seven tutorial sessions. The first tutorial will commence in week three. Lectures and tutorials will include discussion, in-class exercises, presentations, 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

Seven 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 be through My Allocator: <https://student-sa.victoria.ac.nz>. MARK 320 will be available in my Allocator until 22 July. Further instructions will be made available on the MARK 320 Blackboard page. Contact the course administrator, Katrina Walsh, with any tutorial allocation enquiries

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

Course Schedule				
Week	Lecture date	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	15 July	An overview of strategic retail management	Chapters 1, 3, 20	No tutorial
2	22 July	Servicescapes & retail image	Chapter 18 Bitner (1992): refer to Blackboard	No tutorial
3	29 July	Servicescapes continued Shopping behaviour	Chapter 7 pp.55-66	Tutorial 1: Store atmospherics & Assignment One
4	5 Aug	Shopping behaviour continued	TBA	Tutorial 2: Shopping behaviour
5	12 Aug	Retail locations	Chapters 9, 10	Tutorial 3: Retail locations Assignment one due on Monday 10 August, 12pm
6	19 Aug	Merchandise management	Chapters 14, 15 pp.230-236	Tutorial 4: Merchandise management
<i>Mid Trimester Break, 24 August – 6 September</i>				
7	9 Sep	Pricing Assignment two briefing	Chapter 17	Tutorial 5: Pricing
8	16 Sep	Promotional strategy	Chapter 19	Tutorial 6: Promotional strategy
9	23 Sep	e-tailing	pp.177-183, 188-192	Tutorial 7: e-tailing
10	30 Sep	Managing people Final checklist for assignment two	Chapter 11	No tutorial
11	7 Oct	Retail services	TBA	No tutorial Assignment two due on Monday 5 October, 12pm
12	14 Oct	Course overview & Exam briefing		No tutorial

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 may be required for the final examination.

Assessment

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

No.	Assessment	%	Due date
1	Assignment One Report (Objectives 1,2,3)	20%	Monday 10 August 12pm
2	Assignment Two: Retail Marketing Plan (Objectives 2,4)	30%	Monday 5 October 12pm
3	Tutorial Participation (Objectives 1,2,3)	10%	Tutorials 2, 3, 4, 5, 6, 7 (Note Tutorial 1 looks at Assignment 1)
4	Exam (External assessment) (Objectives 1,2,3)	40%	TBA
	Total	100%	

Note: It is your responsibility to submit your assignments on time. A physical copy must be submitted by the deadline. If you work on Mondays, you either need to submit your assignment earlier than the deadline or arrange for someone else to submit it on your behalf.

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the total available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Using former work: The reports must be original work. If students submit work that they have used in other courses, e.g. MARK 315, **50% will be deducted from the total available grade**. For example, a 78% becomes a 28%.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct, which can be downloaded from the policy website. You could fail your course or even be suspended from the University. You are strongly advised to consult the **Academic Integrity and**

Plagiarism policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to *Turnitin* so be sure to correctly cite all your references. It is not worth the risk!

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**. For example, if it is one page over the limit, 73% becomes 68%; if it is 2 pages over the limit, 73% becomes 63%, and so on. (Note: all assignments must use 1.5 spacing; Times New Roman 12 font; margin size 2.5 all sides).

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 assignments in the MARK 320 assignment box located in Rutherford House mezzanine level by the due date and time. Any work 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. Assignments must also be submitted to *Turnitin* via *Blackboard* by the due date and time.

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 23rd October – Saturday 14th November (inclusive)

Mandatory Course Requirements

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

- Complete assignments one and two,
- 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).

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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.
