

School of Marketing and International Business

## MARK 320 ST: RETAIL MARKETING

Trimester 2, 2016

### COURSE OUTLINE

#### **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**

<b>COURSE SCHEDULE</b>				
<b>Week</b>	<b>Starting</b>	<b>Lecture Topic</b>	<b>Required Readings</b>	<b>Tutorial (Key Activity)/Assessment</b>
1	11 July	An overview of strategic retail management	Chapters 1, 3, 20	No tutorial
2	18 July	Servicescapes & retail image	Chapter 18 Rosenbaum & Massiah (2011) refer to Blackboard	No tutorial
3	25 July	Servicescapes continued Shopping behaviour	Chapter 7 pp.55-66	Tutorial 1: Store atmospherics & Assignment One

Week	Starting	Lecture Topic	Required Readings	Tutorial (Key Activity)/Assessment
4	1 August	Shopping behaviour continued	TBA	Tutorial 2: Shopping behaviour
5	8 August	Retail locations	Chapters 9, 10	Tutorial 3: Retail locations <b>Assignment one due on Tuesday 9 August, 12pm</b>
6	15 August	Merchandise management	Chapters 14, 15 pp.230-236	No tutorial
<b>SEMESTER BREAK: 22<sup>nd</sup> August – 4<sup>th</sup> September</b>				
7	5 Sept	Communications Assignment two briefing	Chapter 17	Tutorial 4: Merchandise management
8	12 Sept	Digital marketing Pricing	TBA Chapter 19	Tutorial 5: Communications
9	19 Sept	e-tailing	pp.177-183, 188-192 Extra reading TBA	Tutorial 6: Pricing
10	26 Sept	Managing people Final checklist for assignment two	Chapter 11	Tutorial 7: e-tailing
11	03 Oct	Retail services Contemporary issues in retail	TBA	No tutorial <b>Assignment two due on Tuesday 4 October, 12pm</b>
12	10 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.*

### **Trimester Dates**

Teaching Period: Monday 11<sup>th</sup> July – Friday 14<sup>th</sup> October

Study Period: Monday 17<sup>th</sup> October – Thursday 20<sup>th</sup> October

Examination Period: Friday 21<sup>st</sup> October – Saturday 12<sup>th</sup> November (inclusive)

## **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 22<sup>nd</sup> July 2016.
2. The standard last date for withdrawal from this course is Friday 23<sup>rd</sup> September 2016. 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 or [online](#).

## **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](mailto:micael-lee.johnstone@vuw.ac.nz)  
Office Hours: TBA

Course Administrator: Hannah Donmez  
Office: RH 1121, Level 11 Rutherford House  
Phone: 04 463 7454  
Email: [hannah.donmez@vuw.ac.nz](mailto:hannah.donmez@vuw.ac.nz)

Contact Hannah for questions relating to tutorial signups and attendance.

## **Class Times and Room Numbers**

Wednesdays & Fridays      3.40pm – 4.30pm      RHLT2

## **Course Delivery**

In addition to the two one-hour lectures 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*. Tutorials begin in week two. Sign-up will be through My Allocator <https://student-sa.victoria.ac.nz>. Registration dates and further details will be announced on the MARK 320 Blackboard. Contact the course administrator, Hannah Donmez, 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.

## 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.

## Mandatory Course Requirements

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

- Complete all assessment,
- Attend four out of seven tutorials,
- 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 believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice 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](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## 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 15-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.

## 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	Value	Due date
1	Assignment One (Objectives 1,2,3)	25%	Tuesday 9 August 12pm
2	Assignment Two: Retail Marketing Plan (Objectives 2,4)	30%	Tuesday 4 October 12pm
3	Exam (External assessment) (Objectives 1,2,3)	45%	TBA
	<b>Total</b>	<b>100%</b>	

## 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 21st October – Saturday 12<sup>th</sup> November (inclusive)

## **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 the same 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 will 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](http://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.

## **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.

## **Student Feedback**

Previous feedback has been positive with no specific issues emerging. Student feedback on University courses may be found at:

[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php).

## **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.

**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.

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