

COURSE OUTLINE
MK 322 Retail Management

Semester: 2/2020 (January 20 – May 19, 2021)
Lecturer: Suwalya Khemvaraporn
E-mail: suwalya @ econ.tu.ac.th
Contact No: (081) 842-2043
Session Day and Time: Tuesdays, 2:00 – 5:00 pm
Lecture Venue: Online learning platform: Zoom
Prerequisite: MK 201/ 202, MK 311

Course Description:

The course is designed to provide B.E. students a comprehensive understanding of retail management concepts and theories. This course will offer students the opportunity to develop and strengthen their retailing strategies as they will be required to formulate new retail business that will prepare them to become successful marketing managers in the future. Students will also be exploring retail marketing problems and apply concepts to real life cases as this course enhances both a strategic marketing perspectives combined with the actual implementation of the retailing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of Retail Businesses and its elements.
2. To explain retailing and the concept of retail marketing on a strategic level for both on local & international platforms.
3. To identify, explore and work on practical marketing cases and apply retail marketing concepts In business and non-business enterprises to further strengthen the understanding of retail management.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic retail management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Assessment:

Midterm Exam	20% (March 16, 2021)
Final Exam	30% (May 27, 2021)

Project Term Paper & Presentation 30%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the summer session via project mini presentations. The final presentation of approximately 20 mins. will take place on the last day of class. The booklet will be due on the day of the final Exam.

Individual Reading and Assignment (Smart Book) 10%

Note: Individual LS Reading and Assignments (both individual and group) are submitted and monitored from online date retrieved from the Smart Book which on first day of class all students are required to attend the Smart Book Application Training and registration.

Class Participation and Attendance

10%

Note: Participation includes attendance, discussions(including Chapter Presentations) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Required Text:

Levy, Weitz, and Grewal (2019) Retailing Management, 10th Edition, McGraw-Hill International Edition, New York, ISBN: 978-1-259-06066-3

Supplementary Reading:

All retail news from all sources, particularly on the Internet.

Student Responsibility:

- Student is expected to do the reading of the chapter in the Smart Book to enhance understanding after lessons covered by the instructor.
- Every class assignment needs to be turned in on time in the Smart Book. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: **Attendance is very important , therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam.**
- In case of classes online, all Zoom learning recordings will not be available for students, therefore students are required to attend each session and sign in the beginning of class and be active in class discussions for class participation credit.

Academic Honesty:

You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Class Schedule

Week	Date.	Topic	Chapter	Assignments and Activities
1	January 26	1.1 Smart Book Training 1.2 Class Introduction Review Syllabus Expectations 1.3 Introduction to the World of Retailing The Importance of Retailing Types of Retailers 1.4 Retailing Exercise Successful Retail Businesses	1	Group Work: Group Formation, Introduction, Retail Exercise LS Individual Reading & Assignment Week1
2	February 2	2.1 Introduction to the World of Retailing Retailing Activities Impact of the Changing Retail Industry Opportunities in Retail	1,2,3	Group Work: Project Mini-Presentation 1: Chosen Retail Business

		2.2 Types of Retailers Different Characteristics that Define Retail Different Retail Types 2.3 Multichannel Retailing Importance of Multichannels Opportunities and Challenges Experiential Shopping		LS Individual Reading & Assignment Week 2
3	February 9	3.Customer Buying Behavior Process in Making Retail - Patronage/ Buying Decisions Different Types of Buying Process Social & Economical Influences Benefits of Market Segmentation	4	Group Work: Project Mini-Presentation 1: Chosen Retail Business LS Individual Reading & Assignment Week 3
4	February 16	4.Retail Market Strategy Building sustainable Competitive Advantage Strategic Growth Opportunities Steps in Developing Strategic Plan	5	LS Individual Reading & Assignment Week 4
5	February 23	5.Financial Strategy Strategic Objectives of a Retail Firm Strategic Profit Model Analyzing Growth Analyzing Financial Risks Performance Measures	6	LS Individual Reading & Assignment Week 5
6	March 2	6.Retail Locations Types of Retail Locations Characteristics of Different Retailers Match Locations to Retailer's Strategy	7	Group Work: Project Mini-Presentation 2: Strategic Retail Direction LS Individual Reading & Assignment Week 6
7	March 9	7.Retail Site Location Factors Considered to Locating a Number of Stores Characteristics and Analyzing Trade Area/Site Site Selection Process	8	Group Work: Project Mini-Presentation 2: Strategic Retail Direction LS Individual Reading & Assignment Week 7

8	March 16	8.Midterm Exam	3:00-5:00 pm	
9	March 23	9.1 Human Resource Management Objectives of HRM Activities Retail Employees Undertake Legal Issues to HRM 9.2 Information Systems and Supply Chain Management Strategic Advantage Generated by the Supply Chain Information/Merchandising Flow Retailer & Vendor Collaboration	9,10	LS Individual Reading& Assignment Week 9
10	March 30	10.Customer Relationship Management CRM Processes Consumer Shopping Data and Analysis Implementation of Successful CRM Programs	11	Group Work: Project Mini-Presentation 3:Proposed Retail Location LS Individual Reading& Assignment Week 10
11	April 6 (Make- up class TBC)	11. Managing the Merchandise Planning Process Successful Merchandising Practices Organization & Performance Measures Merchandise Management Decisions	12	Group Work: Project Mini-Presentation 3:Proposed Retail Location LS Individual Reading& Assignment Week 11
12	April 20	12.1 Buying Merchandise Branding Options Building Strategic Relationships with Vendors 12.2 Retail Pricing Retailer Price Setting Pricing Techniques to Increase Sales & Profits Legal & Ethical Issues	13,14	LS Individual Reading& Assignment Week 12
13	April 27	13. Retail Communications Mix New &Traditional Media Elements Building Brand Image and Customer Loyalty Developing Retail Communications Program	15	Group Work: Project Mini-Presentation 4:Retail Ads LS Individual Reading& Assignment Week 13
14	May 4 (Make- up class TBC)	14.1 Managing the Store	16,17	

		Recruiting, Socializing, & Training Managing Workers Store Manager Leadership 14.2 Store Layout, Design and Visual Merchandising Criteria for Designing a Store Best Technique for Merchandise Presentation Creating Customer Shopping Experience		LS Individual Reading & Assignment Week 14
15	May 11 (Make- up class TBC)	15. Customer Service Building Competitive Advantage via Customer Service Methods of Providing High-quality Service	18	Group Work: Project Mini-Presentations 5: Store Layout, Design & Visual Merchandising LS Individual Reading & Assignment Week 15
16	May 18	16. Final Project Presentation	All groups present	Group Presentations
17	May 27	17. Final Exam	1:30 – 4:30 pm	Project Booklet Due Peer Evaluation Due

ACADEMIC CALENDAR & HOLIDAY

Semester 2/2020

(January 20 – May 19, 2021)

Activities	Time Period
Classes Begin	January 20, 2021
Add-drop period	January 25 - 29, 2021
Tuition payment period	January 30 - February 2, 2021
<i>Makha Bucha Day*</i>	<i>February 26, 2021</i>
Mid-term Examination Period	March 10 - 16, 2021
Withdrawal period with "W" on record	March 24 - May 6, 2021
<i>Chakri Memorial Day*</i>	<i>April 6, 2021</i>
<i>Songkran Day Festival*</i>	<i>April 12 - 18, 2021</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>April 26, 2021</i>
<i>Coronation Day*</i>	<i>May 4, 2021</i>
<i>Royal Ploughing Ceremony Day*</i>	<i>May 11, 2021</i>
Last day of class	Wed, May 19, 2021
Final exam period	May 20 - June 5, 2021
<i>Visakha Bucha Day*</i>	<i>May 26, 2021</i>
<i>Queen Suthida's Birthday*</i>	<i>June 3, 2021</i>

** Public Holiday, No classes during this period*