



MKT 044: Global Retailing

Term: 2020 Winter Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 6

Total Weeks: 4

Total Class Sessions: 25

Class Session Length (minutes): 145

Credit Hours: 4

Course Description:

This course gives an introduction to the fundamental concepts, principles, and theories of retailing in a global context. We will discuss topics including: the customer-centric retail marketing concept; the structure of retailing and distribution channels; supply chain issues for international retailers ; importing and exporting systems and procedure of retailing consumer goods; customer buying behavior; retail marketing strategy; location decisions; product/merchandise planning; retail communication; and pricing strategies.

Course Objective:

- Provide foundational knowledge of the retail industry
- Develop an understanding of retail market strategy
- Examine evolving patterns of consumer behavior
- Understand how businesses develop winning strategic approaches in global markets
- Examine the potential future directions of international retailing

Course Materials:

International Retailing by Nicholas Alexander (Author), Anne Marie Doherty (Author)

Publisher: Oxford University Press (November 21, 2012)



ISBN-10: 0199584133

ISBN-13: 978-0199584130

Course Format and Requirements:

This course has 25 class sessions in total. Each class session is 145 minutes in length.

The course format includes both lectures and discussion. Lectures will reinforce and expand upon material found in the text. Discussions and in-class activities are designed to foster active learning to bring new perspectives to course material. Students are expected to read the text and assigned materials.

It is important to attend each class as exams will cover all materials taught in class, including those not in the textbook. Each student is responsible for knowing information of any changes in class meeting, exam procedure, material coverage, etc.

Grading Scale:

A+: 98%-100%

A: 93%-97%

A-: 90%-92%

B+: 88%-89%

B: 83%-87%

B-: 80%-82%

C+: 78%-79%

C: 73%-77%

C-: 70%-72%

D+: 68%-69%

D: 63%-67%

D-: 60%-62%

F: Below 60%

Course Assignments:

Quizzes

Six unannounced quizzes will be given throughout the semester. Therefore, students should be prepared in all classes to answer questions pertaining to lectures, class handouts, presentations,



etc. The lowest quiz score will be dropped at the end of the semester. Under no circumstances, i.e., regardless of the reason for absence (excused or not excused), can students make up a quiz.

Case Study

Cases are assigned to highlight the issues identified in the course schedule. All students are expected to be ready to discuss every case in class. Students will work in teams of no more than 5 people and no less than 3 people to address and analyze three cases in the semester. A team case analysis copy is to be handed in by the student teams on the day they are assigned for class discussion and/or presentation.

Individual Retail Project

Each student will identify a global retailer to examine and present. The student will provide a thorough analysis of the selected retailer, especially on how the retailer is adapting to or leading customer trends.

Students will submit their topic for the assignment for the instructor to approve. The final assignment is due on the final day of class. Final deliverables including, presentation in class, electronic version of slides and report.

Exams

Exams will be testing your comprehension of concepts and arguments. The midterm and final exams will both contain true/false, multiple choice and short answer questions. The composition of exams will be discussed in class prior to the examination date. However, all exams will be based upon class lectures, assigned readings, videos, professional speakers, case studies, and student presentations

Course Assessment:

Quizzes	10%
Case Study	15%
Individual Retail Project	25%
Midterm Exam	20%
Final Exam	30%
Total	100%

Course Schedule:



Week 1- Class 1	Week 1- Class 2
Go through course syllabus Course Overview and Introduction to Retailing Retail Sectors	International Retailers The International Environment <u>Case #1: Whole Foods Market assigned</u>
Week 1- Class 3	Week 1- Class 4
Strategy & the Metrics of Success (Retailing Math);	<u>Quiz 1</u> Growth of Global Retailing
Week 1- Class 5	Week 1- Class 6
The Baugur Group Case Study project Topic submit	Omni-Channel Retail Evolution and the Growth of Global “e-tailing” Expansion Patterns
Week 2- Class 7	Week 2- Class 8
<u>Quiz 2</u> Expansion Patterns(Cont.) Globalizing the Retailer: The Strategic Process	Globalizing the Retailer: The Strategic Process(Cont.) Carrefour Case Study Instructor Feedback
Week 2- Class 9	Week 2- Class 10
Retail Pricing; Regulation and Economy Society and culture impacting global consumerism	<u>Quiz 3</u> Global Retailer Research and Strategy Plan <u>Case #2: Wal-Mart Stores in China</u>
Week 2- Class 11	Week 2- Class 12
Store Layout, Design, and Visual	Merchandising; Home Depot Case Study Discussion on project topic selection
Week 3- Class 13	Week 3- Class 14
<u>Mid-term Exam</u> Project topic decision	Retail Product Assortment and Buying Merchandise; Retail Structure & Reasons for Internationalization
Week 3- Class 15	Week 3- Class 16



Global Franchising H & M Case Study	<u>Quiz 4</u> Market Selection Market Entry Methods
Week 3- Class 17	Week 3- Class 18
Multichannel Marketing Communications for Retailers Customer Buying Behavior in Retailing;	Retailing and consumerism in a specific country Retail Branding & Strategic Advantage Through Customer Service <u>Case #3: Best Buy</u>
Week 4- Class 19	Week 4- Class 20
<u>Quiz 5</u> Developing Retail Mix Strategies in Global Retailing Environments	Supply chain management to get the product to the global consumer Zara Case Study
Week 4- Class 21	Week 4- Class 22
Marketing & branding to the global consumer needs and wants	<u>Quiz 6</u> Gucci Case Study Presentation
Week 4- Class 23	Week 4- Class 24
Ethical Perspectives in global retailing Presentation	Global Retailing in the Technological Age Presentation; Electronic slides and report DUE
Week 4- Class 25	<u>Final Exam (Cumulative): TBA</u>
Course summary Review for final exam	

Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Shanghai Normal University's *Academic Conduct Code*. Any work suspected of



violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.