

COURSE OUTLINE**GRIFFITH UNIVERSITY GOLD COAST CAMPUS****School of Marketing & Management****2036MMG****Retail Marketing****1.0 Identifying Information**

Subject	Marketing
Year of Offer:	2003
Semester of Offer:	1
Credit point value:	10.00
Program for which Course is designed:	Undergraduate

Enrolment Requirements:

Prior Assumed: 1003MMG Introduction to Marketing or equivalent
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Course Convenor

Name:	Dale MILLER
Office:	G01 Room 2.07A
Telephone:	(07) 5552 9084
Teaching Team:	Lecturer: Dale Miller Tutor: Dale Miller

Lecture & tutorial details

Contact hours	3.00 hours
Grading Basis	Graded

Status of course within program: Core within the Bachelor of Business majoring in Retailing

2.0 Brief Description

Retail marketing is set in the context of dynamic change in all parts of the supply chain and the broader social, politico-legal and economic environment. Retail marketing theory emphasizes attracting customers to a diversity of retail outlets, and the elements of the retail mix which particularly facilitate informed consumer choice. The course provides a strong foundation in specific aspects of retail marketing including achieving customer loyalty, visual merchandising and other aspects of store design, price promotions, and merchandise assortment. The emphasis is on the application of retail marketing to practical retail issues.

3.0 Course Aims

The course aims to present an integrated and strategic approach to retailing marketing theory and practice. A core principle is that retail marketing can contribute significantly to successful overall retail performance.

4.0 Objectives

On successful completion of the course, the student should have:

- An understanding of the complexities and trends of the external and internal environments in which the contemporary retail manager works.
- An advanced level of knowledge of the concepts and practices of retail marketing.
- An awareness and understanding of a strategic approach to retailing marketing issues and decisions, with a special emphasis on retail branding, retail customer loyalty, store design, retail promotion, merchandise assortment, instore service and visual merchandising.
- The ability to apply that learning to individual assignments, retailer marketing projects and to class discussions.

5.0 Links With Other Courses

Nil

6.0 Course Content

The course commences with discussion of the scope of retail marketing, the power of retail strategy and retail branding, and the context of retailing. Next we discuss the specific elements of the retail mix which a retailer could use to build the retail brand, with special attention given to “instore” retail marketing aspects. To support a strategic approach to retail marketing, efficient retail operations and performance management systems are discussed briefly.

The course presents various theoretical frameworks and concepts together with opportunities to apply this knowledge in practice through workshops, and in the retail marketing project which is based on an actual firm. Participants in the course have several choices in terms of projects and assignments so that they can tailor their learning to their own needs and interests.

Retailing marketing is an exciting aspect of the dynamic Australian retail industry, which offers many career opportunities both frontstage and backstage. Participants who are employed in the public, private or not-for-profit sectors will be able to apply the knowledge and skills acquired in various settings.

Weekly Lecture Schedule

Lectures are held weekly (Weeks 1-13) from 1800 –2000 Wednesdays in G23 Room 2.07A

Tutorials are held weekly (Weeks 1-13) from 1700 –1800 Wednesdays in G27 Room 1.13
 or 2000 -2100 Wednesdays in G06 Room 2.30

<u>Week</u>	<u>Date</u>	<u>Lecturer Topic and Reading</u>
Week 1	05/03/03	Introduction to Retail Marketing Understanding the dimensions of retail marketing The context for retailing and the concept of retail brand Distinctive Australian factors Career opportunities Reading: Sullivan & Adcock Chs 2, 4, p. 211
Week 2	12/03/03	Retail Marketing and Retailer Branding Retail Branding and the Role of Retail Marketing The Retail Mix Concept Reading: Sullivan & Adcock Chs. 6, 15
Week 3	19/03/03	Shopping Behaviour and Customer Loyalty Australian and International Perspectives Contribution of Retail Marketing Reading: Sullivan & Adcock Chs. 3, 12

Week 4	26/03/03	Retail Location Retail Marketing Objectives of Location Location Analyses From greenfield sites to temporary locations Constraints and opportunities with existing sites Interactive Model of Location Choice Reading: Sullivan & Adcock Ch. 5, p. 211
Week 5	02/04/03	Retail Store Design Retail Marketing Objectives of Store Design Store Infrastructure: Architecture, Fittings and Fixtures, Atmospherics Store Layout, Merchandise Spatial Planning Infrastructure for Visual Displays Special cases including supermarkets, and temporary retailing outlets Reading: Sullivan & Adcock Ch 7, pp. 216-219
Week 6	09/04/03	Retail Outlet Visual Merchandising, Atmospherics and Instore Promotion Displays: windows, point-of-purchase, categories, departments, and other groupings In-store Promotions: purpose, scope, methods, outcomes Opportunities for Innovation Reading: Sullivan & Adcock Ch 10, and Revision: pp. 146-159
Week 7	16/04/03	Retail Assortment: Selection and Management Role of Assortment in Retail Marketing New Models of Retail Assortment Product branding alternatives Reading: Sullivan & Adcock Ch. 8
INTRA SEMESTER BREAK		
Week 8	30/04/03	Retail Pricing, Promotion and “The Sale” Retail Pricing Objectives and Methods Retail Promotion Objectives and Methods Retail Marketing Contributions to Pricing and Sales Events Financial Considerations A “Sales” Portfolio Approach Reading: Sullivan & Adcock Ch. 9, pp. 213-216, 224-227

Week 9	07/05/03	Retail Marketing Scope of Contact with Customers: Instore Service, Staffing and Selling The scope of retail customer service The role of staff in implementing retail marketing Managing the retail selling interaction Recent research on the Retail Greeting Reading: Sullivan & Adcock Chs 11, and 12 (revision) p. 224
Week 10	14/05/03	Retail Marketing: The Special Contributions of Customer Care and Retail Service Failure Recovery Handling Complaints and Objections Organizational Learning from Difficulty Situations The Critical Role of Pro-active Public Relations Reading: Sullivan & Adcock Ch. 13, pp. 222-224
Week 11	21/05/03	New Retail Formats, Other Innovations and the Contributions of Retail Marketing History to Contemporary Theory & Practice Evidence from current research Case studies E-retail marketing – challenges and opportunities Reading: Sullivan & Adcock Ch. 16.
Week 12	28/05/03	Implementation of Retail Marketing Contribution of Retail Marketing Operations Retail Marketing Information Systems and Performance Management Systems Organizational Capabilities required for Retail Marketing Reading: Sullivan & Adcock p.322, Ch. 14
Week 13	04/06/03	Future Directions in Retail Marketing Trends Course Review Reading: Sullivan & Adcock Chs 2 (Revision) and 15 (Revision)

Weekly Tutorial Schedule

<u>Semester</u> <u>Week</u>	<u>Date</u>	<u>Tutorial Topic</u>
Week 1	05/03/03	Introduction to Retail Marketing Roundtable discussion: "Who are the best & worst retailers? Why?" Tutorial Teams Formation
Week 2	12/03/03	Skills Workshop: Academic research skills Further details will be provided at Week 1 Lecture and on the Learning@GU (2036MMG) website
Week 3	19/03/03	Roundtable discussion: "How useful is the idea of store brand to retailers?" "How do shoppers use store brands?" Assignments: Discussion Skills Workshop: presentations and report writing
Week 4	26/03/03	Topic presentation: Dimensions of Retail Marketing and Contribution to Branding the Store Workshop
Week 5	02/04/03	Topic presentation: Retail Location and Retail Marketing Workshop
Week 6	09/04/03	Topic presentation: Contribution of Retail Marketing to Store Design Workshop
Week 7	16/04/03	Topic presentation: Visual Merchandising & Instore Promotion Workshop and Mid-semester Review <u>Bring Draft Essay for noting</u>

INTRA SEMESTER BREAK

Week 8	30/04/03	Topic presentation: Merchandise Selection & Management Forum
Week 9	07/05/03	Retail Marketing Forum I <u>Hand in Essay</u>
Week 10	14/05/03	Topic presentation: Retail Pricing and Marketing “The Sale” Workshop
Week 11	21/05/03	Topic presentation: The Retail Marketing Roles and Contributions of Instore Promotions and Service Workshop
Week 12	28/05/03	Retail Marketing Forum II
Week 13	04/06/03	Review Forum: Roundtable: Student Driven Revision Course review

7.0 Organisation and Teaching Methods

The course is organised in a format that has formal lectures and a supporting tutorial programme. Each tutorial will include participant contributions and a workshop based on the topic of the week. Students are expected to be thoroughly prepared for each lecture and tutorial. This means reading should be done beforehand so that student participation can be active and constructive.

Guest speakers will augment the integrated approach of the course with presentations about their views and current practice in retail marketing. Participants will be encouraged to actively engage with guest speakers.

The course is presented as a teaching and learning partnership and the role of the Course Convenor/ Lecturer embraces delivery of lectures and facilitation of interaction in the lectures. The Tutor's role is to facilitate tutorial participation. To enhance learning, students are expected to be well prepared, to be constructive in participation and to fulfill the assessment requirements professionally and on time. **All assessment items are compulsory**, (see Administration 10.1) **and attendance at all lectures and tutorials is highly recommended and expected**.

Students are welcomed and encouraged to take advantage of scheduled consultation times or to make specific appointments to discuss matters for clarification or of concern with their Tutor or the Course Convenor. It is recommended that each student makes at least one appointment during the Semester, with their Tutor to review their progress in the Course.

The prescribed text and the wealth of materials, which are available through the Library, support the course. Notes from lectures will be available on the Web and details will be advised during the course. These will be brief notes and are an aide-memoir rather than a substitute for attendance or for synthesized note-taking.

Students are expected to develop skills in presenting written arguments and to be able to reference thoroughly and accurately, as discussed in Section 10 (4). If you are unsure, please discuss this early with the Course Convenor or consult the Learning Centre staff, or online resources.

8.0 Assessment

Taken together, these assessment components help the student to achieve the course objectives of integrating retail marketing theory and applications.

ALL assignments are to be submitted to your Tutor at the Tutorial in the week specified.

Item No.	Type of Assessment Item	Total Marks / Percentage	Group / Individual	Due
1	Essay 2500 words	35%	Individual	Tutorial in Semester Week 9
2.	Tutorial Topic Presentation and Brief Report	25%	Group	Allocated Tutorial (Semester Weeks 4-8, and 10-11)
3	Final examination	40%	Individual	Examination period.

ASSESSMENT ITEMS – Rationale and Marking Guidelines**Item 1: Essay – 2500 words Individual 35%**

The essay enables the student to research an area of interest in greater depth and to develop critical thinking skills. Extensive reading, critique and synthesis of research in academic books and journals will be essential for this assignment, as well as the ability to apply your theoretical findings.

Choose one (1) of the following essays:

- a. Critically investigate the roles of retail promotion, retail pricing and the “Sale” (sales events and promotions) in effective retail marketing. Briefly discuss how retailers can use this knowledge for successful retail marketing. Support your assessment with evidence.

OR

- b. Critically evaluate the retail marketing contributions of visual merchandising and instore promotion to retail strategy and retail branding. . Briefly discuss how independent small business retailers can use this knowledge for successful retail marketing Provide evidence to support your evaluation.

The essay’s length should be 2500 words of text, with additional pages for a synopsis (abstract), and a COMPLETE AND ACCURATE reference list of all academic works and business materials cited in the essay. The essay should be prepared in report style. The format should comply with the guidelines in Section 10.

Two copies (one bound, one unbound) of the Retail Marketing Topic Report should be submitted to the Tutor in the **Tutorial in Semester Week 9**.

A marking guide will be distributed and discussed in class. Written feedback will be given.

Item 2: Retail Marketing Topic Presentation and Brief Report**Group 25%**

Each Tutorial Team (usually 2 to 3 students) will be assigned one tutorial topic to research in depth in relation to a nominated retailer which they select in consultation with the Tutor no later than the Tutorial in Week 2.

Topic Presentation: The group presents a summary of their findings to the tutorial allocated. The presentation should be for 20 minutes with 10 minutes for active discussion and structured involvement of the audience. The presenters then conclude **with a two (2) minute summary**, which could include reference to additional perspectives gained from the audience interaction.

A one-page handout should be provided to each audience member prior to the presentation.

Please note that you should identify on one of the PowerPoint slides, and explain in your presentation, the four most significant academic references which contributed to your research for this assignment.

Whilst creativity is encouraged, substance is also very important. Each Tutorial Team member should present. A marking guide for presentations will be distributed and discussed in class. Indicatively, presentation skills, structure, content and an ability to engage with the audience will be important. Individual team members may be awarded different marks depending on their performance in the presentation. Peer feedback will be provided, but is not an assessable element.

Brief Topic Report: Each team compiles a 500 word Executive Summary of their research into the topic, with additional pages for academic and business references, and title page. The report should be accompanied in the Appendix by the printout of the PowerPoint slides (6 per page) used in the presentation.

Two copies (one bound, one unbound) of the Retail Marketing Topic Report should be submitted to the Tutor at the commencement of the tutorial assigned for presentation. A marking guide will be distributed and discussed in class. Written feedback will be given. A composite mark will be awarded for this assessment.

Item 3: Final examination

Individual 40%

The examination is a closed book examination of two hours duration in the formal Examination period. Each student answers four essay type questions. There is one compulsory question. The other three questions are selected from a choice of five questions. All questions are of equal value. The examination covers all material in the Course.

As assessment items are designed to examine understanding and/or application of the course's learning objectives, non submission of a piece of assessment will result in a failure to demonstrate mastery of these learning objectives and may therefore incur a fail grade for the course (see Section 10 (1)).

In MMG courses where a final examination is set, students must achieve a minimum of 40% in the final exam in order to pass the course.

9.0 Texts and Supporting Materials

Prescribed text:

Sullivan, M. and Adcock, D. (2002) *Retail Marketing* London: Thomson

The text is available from the on-campus bookshop.

The library holds extensive relevant resources, as well as giving direct access to many online resources including academic journal articles. Students will be directed to any other specific readings as needed during the course. All students are encouraged to read widely in the business press, such as the Australian Financial Review and Business Review Weekly. These resources are available through the Library or for purchase through newsagents.

10.0 Administration

1. To be eligible to pass this course, students are required to complete all forms of assessment and must demonstrate competence in the required course objectives as examined in each form of assessment.
2. **In MMG courses where a final examination is set, students must achieve a minimum of 40% in the final exam in order to pass the course.**
3. All examination papers that are failed, and will result in a fail for the course, will be cross-marked.
4. Students may work together in researching their assignments but final submissions must reflect the work and original contribution of each individual student.
5. Full and detailed acknowledgement (eg notation, and/or bibliography) must be provided if contributions are drawn from literature in preparation of reports and assignments. Your written work **must** properly cite/ reference original work, author(s), etc. Citation and referencing must conform to APA (*American Psychological Association*) format both in the body of your paper and its attached reference section.

EXCERPT FROM GRIFFITH UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Full details: http://www.gu.edu.au/ua/aa/ppm/tal/content/Ac_misc.html

Students must conduct their studies at the University honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct, which is contrary to these standards, is academic misconduct, for which the University may penalize a student. Specifically it is academic misconduct for a student to:

- present copied, falsified or improperly obtained data as if it were the result of laboratory work, field trips or other investigatory work;
- include in the student's individual work material which is the result of significant assistance from another person if that assistance was unacceptable according to the instructions or guidelines for that work;
- assist another student in the presentation of that student's individual work in a way that is unacceptable according to the instructions or guidelines for that work;
- cheat; (Cheating is dishonest conduct in assessment);
- plagiarize; (Plagiarism is knowingly presenting the work or property of another person as if it were one's own.)

Examples of plagiarism include:

- a. word for word copying of sentences or paragraphs from one or more sources which are the work or data of other persons (including books, articles, thesis, unpublished works, working papers, seminar and conference papers, internal reports, lecture notes or tapes) without clearly identifying their origin by appropriate referencing; [any word for word copying must be shown as a direct quotation within quotation marks followed by appropriate referencing.]
- b. closely para-phrasing sentences or paragraphs from one or more sources without appropriate acknowledgment in the form of a reference to the original work or works;
- c. using another person's ideas, work or research data without appropriate acknowledgment;
- d. submitting work which has been produced by someone else on the student's behalf as if it were the work of the student;
- e. copying computer files in whole or in part without indicating their origin;
- f. submitting work which has been wholly or partially derived from another student's work by a process of mechanical transformation. For example, changing variable names in computer programs.

Penalties

On determination that academic misconduct has taken place, the penalty which may be imposed on the student is one or more of the following:

- a. a reduced or nil result for the assessment item affected by the academic misconduct;
- b. a fail grade for the course in which academic misconduct occurred;
- c. exclusion from enrolment in the program for a specified period;
- d. exclusion from the program; readmission to the program is at the discretion of the Dean based on consideration of the student's case for readmission.

Where a student has been found guilty of academic misconduct on more than one occasion and has previously been penalized as set out in above a. - c., the penalty shall normally be exclusion from the program.

6. All assignments submitted for marking must be word processed or typed.
7. Students must be able to produce a copy of all work submitted if so requested.

8. Submission Deadlines and Extensions

Submission deadlines will be strictly enforced. Assessment items must be received by the Course Convenor (or submitted in the appropriate assignment box) by the due date and time. Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments.

A request for extension must be made in writing to the Course Convenor **and must be approved** by the coordinator **prior to the submission deadline / due date and time** of the assessment item. Requests outside the above guidelines will not be granted. Extensions may only be granted for periods of five (5) days at a time. Any request for additional time will require another written request and approval for an extension. This policy has been established to ensure fairness to those who complete their work on time, yet accommodate the rare occasion when an extension of time may be appropriate.

An assessment item submitted after the due date, without an approved extension, will be penalised. The penalty is the reduction of the mark allocated to the assessment item by 20% of the maximum mark applicable for the assessment item, for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted more than five days after the due date are awarded zero marks.

Assignment submission outside advertised date/time must be submitted to the School of Marketing and Management during office hours (0900-1600 Monday, Wednesday and Friday, and 0900-1500 Tuesday and Thursday).

Under **NO CIRCUMSTANCES** should assignments be placed under doors or in mailboxes unless prior arrangements have been made with your Course Convenor.

9. Assignments must be submitted with the following information clearly displayed on the cover:

- Student name
- Student number
- Course code and course name
- Course Convenor's name
- Assignment due date and time
- Tutor's name
- Tutorial day and time

Assignments submitted without this information may not be assessed.

10. Students are expected to spend time outside formal teaching sessions developing their skills and knowledge.**11. Assignments received by fax or email will not be accepted.**

12. Where appropriate, enrolment in this course is undertaken on the basis that prior assumed knowledge has been gained by the attainment of a grade of "P" (pass) or better in prerequisite course/s. Failure to adhere to this recommendation may result in students experiencing difficulty with the course and not being able to successfully complete it. Additional support or special assistance cannot be expected or requested if students have not completed the recommended prerequisite course/s.
13. Grades are awarded by the Faculty of Commerce and Management, not by your lecturer. Cut-off marks for the various grades in this course as listed below, are determined by the Faculty at the conclusion of the semester.

The following range of grades applies to this course:

High Distinction (HD)

Exceptional performance indicating complete and comprehensive understanding of the course matter; genuine mastery of relevant skills; demonstration of an extremely high level of interpretative and analytical ability and intellectual initiative; and achievement of all major and minor objectives of the course.

Distinction (D)

Excellent performance indicating a very high level of understanding of the course matter; development of relevant skills to a very high level; demonstration of a very high level of interpretive and analytical ability and intellectual initiative; and achievement of all major and minor objectives of the course.

Credit (C)

Good performance indicating a high level of understanding of course matter; development of relevant skills to a high level; demonstration of a high level of interpretive and analytical ability and achievement of all major objectives of the course; some minor objectives not fully achieved.

Pass (P)

Satisfactory performance indicating an adequate understanding of most of the basic course matter; partial development of relevant skills; adequate interpretive and analytical ability and achievement of all major objectives of the course; failure to achieve some minor objectives.

Pass Conceded (PC) – awarded at the discretion of the Assessment Board

Limited performance indicating partial understanding of basic course matter; partial development of relevant skills; some evidence of interpretive and analytical ability; achievement of most major objectives of the course; failure to achieve some minor objectives.

Fail (F)

Unsatisfactory performance indicating an inadequate understanding of the basic course matter; failure to develop relevant skills; insufficient evidence of interpretive and analytical ability; and failure to achieve major and minor objectives of the course.

Other grades which may be awarded are:**Fail, No Submission (FNS)**

Did not present any work for assessment, to be counted as failure

Withdrawal with failure (WF)

Cancelled enrolment in the course after the final date for withdrawal without failure

14. Students who wish to lodge a grievance about the course or appeal their mark for a specific item of assessment are advised to follow the process outlined below:
- (1) discuss the matter with the course convenor
 - (2) if agreement can not be reached between the student and the course convenor, the student is required to submit a written appeal to the course convenor. The course convenor will appoint a suitably qualified third party to review the appeal (this third party may be a tutor within the course or some other member of academic staff with expertise in the course/ assessment area).
 - (3) if the student wishes to further appeal the outcome of the review of the third party, the student is required to submit a written appeal to the Head of the School of Marketing & Management. The decision of the Head of School is final.
15. Return of Assignments. All assignments will be returned in tutorials, and uncollected assignments will be returned by arrangement. Examination papers are not returned to students, but stored for twelve (12) months within the school.