

UNIVERSITY OF PENNSYLVANIA

The Wharton School

Marketing 225 - Principles of Retailing
12:00 Noon – 1:30 p.m. Monday and Wednesday
Fall 2002

Professor: Barry H. Feinberg
Classroom: SH-DH-1201

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Course Objectives

The Objectives of this course are four-fold, as follows:

1. To provide the student with a general introduction to Retailing.
2. To introduce the student to the marketing and distribution problems and opportunities which are of importance in Retailing.
3. To introduce the student to the financial considerations inherent in Retailing.
4. To provide the student with the opportunity to apply strategic thinking in Retailing situations.

Course Format

The course is a mixture of lecture and class discussion, with the latter being emphasized. Assignments include assigned text and case readings and one written exercise. There will be a final examination.

Course Materials

Materials for this course include:

1. *Retailing* - Dunne and Lusch, Dryden Press (Fourth Edition).
2. Bulk Pack - this contains two cases and Exhibits 1 - 21. It is available through Wharton Reprographics (for a small fee).

Course Requirements

The requirements for this course are as follows. Each is discussed in detail in a separate section. All late papers will be penalized one grade level per session.

1.	Written Exercise	30%
2.	Class Participation	20%
3.	Final Examination	<u>50%</u>
		100%

The Written Exercises (30%) - Four pages typed and double-spaced - Maximum

Retail Strategy Go to two retail establishments which occupy different positions on the shopping opportunity line, but which stock item in the same product categories. The product categories and the retail establishments are your choice. The retailers may be intertype or intratype competitors. In each store, observe the similarities and differences between the store and the products as they are integrated into an overall merchandising and marketing plan. Discuss the different images these stores are attempting to project; the type of customers they are trying to attract; and how they are trying to position themselves in the market. What competitive advantages/disadvantages do you perceive?

Class Participation (20%)

There are a number of components of class participation. We will discuss the assigned readings and students are to come to class having read the materials and prepared to discuss and answer questions about them.

Please understand, positive class participation is more than just asking questions. It is also more than just opening your mouth to see what comes out. It involves a thoughtful and considered contribution. I do not feel required to call upon you if you do not regularly contribute (that is your responsibility), but I reserve the right to cold call if I think it is necessary.

Final Examination (50%)

The final examination will ask you to recall specific information from the lectures, textbook, cases and other materials that may be distributed in class.

COURSE SCHEDULE - MARKETING 225

<u>Date</u>	<u>Session Description</u>
September	9 INTRODUCTION; Exhibits 1 and 2
	11 Chapters 1 and 2; Exhibits 3, 4, 5, 6
	16 NO CLASS
	18 Chapters 3 and 4; Exhibit 7
	23 Chapter 5; Exhibit 8
	25 Chapters 7 and 13; Exhibits 9, 10, 11, and 12
	30 Wal-Mart Case; Exhibits 13 and 14
October	2 Chapters 10 and 11; Exhibit 15 RETAIL STRATEGY EXERCISE DUE
	7 Jordan Marsh Case; Exhibits 16 and 17
	9 Chapter 12
	14 Chapter 6
	16 Exhibits 18, 19, 20, and 21
	21 FINAL EXAM