

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Spring 23
Discipline:	Design and Merchandising / Marketing
Course Number and Title:	DM / MKT 360 Retailing
Division:	Upper
Faculty Name:	Samuel K. Doss, Ph.D.
Semester Credit Hours:	3

Prerequisites: One (1) principles or fundamentals of marketing course

COURSE DESCRIPTION

Retailing involves the sale of goods and services to customers and end-consumers. In the global marketplace, retailers are no longer constrained to a single country or standard, as they seek to reach new customers and grow. In this course, we will explore multiple facets of retailing, with an emphasis on how retailing is shaped by social constructs and cultures in our ports of call. Standard retail formats will be examined, analyzed, compared, and contrasted. Our ports of call offer opportunities for exploring thriving marketplaces: examples might include...vending machines in Japan, luxury goods retailing in Hong Kong, street and open-air markets in Vietnam, second-hand retailing in India, and tourism retailing across all port visits. Basic retailing concepts and practices, such as retail strategy, supply chain management, customer buying behavior, merchandise management, and technological influences for multi-channel retail formats will be explored.

LEARNING OBJECTIVES

By the end of this class students will be able to:

- Define and classify the various types of retail businesses and necessary management decisions.
- Understand the role of the marketing and how it relates to other functions of retailing.
- Analyze existing and emerging retail formats, including store and non-store formats.
- Identify how consumers think, feel, and act in different and similar ways around the world in retail settings.
- Assess market potential through segmenting, targeting, and positioning strategies.
- Become familiar with important trends and current events in local and international retailing.
- Gain a basic understanding of merchandising and financial planning.
- Understand the elements of supply chain management.
- Demonstrate the communication of terminology in the retail industry.
- Enhance written and oral communication skills.
- Express critical thinking and problem-solving abilities.

REQUIRED TEXTBOOKS

AUTHOR: Levy, Weitz, and Grewal
TITLE: Retailing Management
PUBLISHER: McGraw Hill
ISBN: 9781259573088
DATE/EDITION: 2019/10th Edition

TOPICAL OUTLINE OF COURSE

Embarkation Day – January 5

- 1: Introduction & Discussion
- 2: Marketing Review and Class Exercises
- 3: Ch. 1 Introduction to the World of Retailing
Quiz 1
- 4: Ch. 2 Types of Retailers
Quiz 2
- 5: Ch. 16 Store Layout, Design, and Visual Merchandising
Quiz 3
- 6: Ch. 3 Multichannel and Omnichannel Retailing
Quiz 4
- 7: Retail International Entry Modes
Assignment #1 Due
- 8: Ch. 4 Customer Buying Behavior
Quiz 5
- 9: Ch. 17 Customer Service
Quiz 6
- 10: Ch. 5 Retail Market Strategy
Quiz 7
- 11: Ch. 8 Retail Site Location
Quiz 8
Franchising Assignment Due
- 12: Ch. 9 Information Systems and Supply Chain Management
Quiz 9

- 13: Ch. 13 Retail Pricing
Quiz 10
- 14: Review for Field Program
(date subject to change based on location)
- 15: Ch. 11 Managing the Merchandise Planning Process
Quiz 10
- 16: Retail Finance
Field Reflection due 2 sessions after Field Program
- 17: Sourcing Merchandise
Shark Tank Assignment due
- 18: Retail Locations
- 19: Online Retailing
Website Analysis Assignment due
- 20: Customer Relationship Management
- 21: Ch. 12 Buying Merchandise
Quiz 12
- 22: Ch. 14 Retail Communication Mix
Quiz 13
- 23: Class Exercises
CEP due
- 24: Ch. 15 Human Resources and Managing the Store
Quiz 14
- 25—FINAL CLASS: Retailer Analysis Due and Presented

Disembarkation Day — April 20

FIELD WORK

Semester at Sea® field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete a Comparative Experiential Project that span multiple countries.

Field Class & Assignment

STUDENTS: Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the [Spring 23 Courses and Field Class page](#) when available.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute 20% of the contact hours for each course.

Field Class Title: Retailing Strategy in a Different Culture

Outcomes: Evaluate the various types of retail businesses, and corresponding management decisions based on the city/country economic, legal, political, environmental, technological, and socio-cultural landscapes.

Activities: TBA

Assessment: 20% of the semester grade will be of participation in and a reflection paper assessment of the field class. The reflection paper will be due a few class periods after the field class and have the following as key elements of the assignment:

1. During the field class, be an active observer and consistently think like a marketer.
2. Discuss, in detail, three interesting things you learned during the visit. Why were they interesting to you?
3. Discuss, in detail, three retail-related concepts that we discussed in class that you witnessed during the field class. Were these concepts aligned with our class knowledge, or were there changes based on the culture?
4. Discuss, in detail, at least 3 things that worked well for the field class business but were surprising to you. Could they be brought back to your home country for a specific business/organization? Why, or why not?
5. If the organization was able to hire you on a 6-month project (with compensation and funds for travel), what are 3 initiatives you would pursue and provide brief suggestions on how you would carry them out.

Comparative Experiential Project

The CEP is the required comparative assignment that span multiple countries. The Comparative Experiential Project constitutes at least 5% of the grade for each course.

CEP—16% of the semester grade for DM/MKT 360:

Compare/contrast supermarkets in 3 different countries.

The assignment will consist of three parts:

- Analysis that includes:
 - Summary of the uniqueness of each supermarket.
 - Compare and contrast several grocery items for location, packaging, and pricing.
 - Specific photos to reference/enhance the storytelling of the analysis.
- Table listing a direct comparison of each item across the three supermarkets.
- Photo montage of each supermarket (tells a story and is aesthetically pleasing).

It is expected that an analysis (not all information but key elements) will consist of a minimum of 3-4 pages without photos (1.5 spaced, 12 Times New Roman, 1" margins). Students may travel to a supermarket together, but photos must be on an individual basis.

METHODS OF EVALUATION

- 16% Comparative Experiential Project (CEP)
- 20% Field Class and Field Class Assignment
- 24% Quizzes (12 out of 16 counted at 2% each)
- 8% Assignment #1
- 8% Franchising Assignment
- 8% Shark Tank Assignment
- 8% Website Analysis Assignment
- 8% Retailer Analysis Presentation

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea® coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea® in accordance with the grading system at Colorado State University (the academic partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea® classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

CLASSROOM CLIMATE

Semester at Sea® is committed to the Voyage Community Values. Consequently, the classroom environment is founded on mutual respect, community, and an aim toward equity. The Voyage Community Values support the creation of a collaborative and vibrant

community. Our community is the foundation of our learning, critical inquiry, and discovery. Each member of this course has a responsibility to uphold these values when engaging with one another.

With that, please review the following Voyage Community Values:

- **Well-Being:** We commit to the health, safety and well-being of ourselves, all members of our voyage community, *and* members of the communities we will visit.
- **Interconnectedness:** We understand our actions and attitudes have an impact locally and globally. We always seek to positively affect the planet and the people around us near and far.
- **Respect:** We honor the inherent dignity of *all people* with an abiding commitment to freedom of expression, scholarly discourse and the advancement of knowledge. We have the right to be treated, and the responsibility to treat others, with fairness and equity.
- **Inclusion:** We ensure inclusive environments that welcome, value, affirm and embrace *all people* within the shipboard community and in each country we visit.
- **Integrity:** We are honest and ethical in all of our interactions, including our academic work. We hold ourselves accountable for our actions.
- **Excellence:** We model the highest academic standards of preparation, inquiry and knowledge and consistently seek to understand complex issues and express informed opinions with courage and conviction.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to their Student Services advisor as soon as possible, but no later than two months prior to the voyage. More details can be found within the **Course Registration Packet**, posted to the student portal prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct.

Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea® courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILMS

None

ELECTRONIC COURSE MATERIALS

None