**Retailing Management (326)**

**Course Syllabus**

**Fall 2024**

**Dr. Dalal Ahmad**

**Retail Marketing 326**

**Lecture Time and Location:**

**DEPT 326/ 1AX1** : Sunday, Tuesday & Thursday 12:00 PM – 12:50 PM

**Contact Information:**

**Location** : BA Building, first floor, Department of Management and Marketing

**Email** : dalal.Ahmad@ku.edu.kw

**Office** : 24986170

**Office Hours** : Sunday & Tuesday 8:00 AM – 8:40 AM. OR By Appointment

**Social Media** : NA

**Teaching Assistant:**

**Name** : TBA

**Location** : BA Building, first floor, Department of Management and Marketing

**Email** : TBA@ku.edu.kw

**Office Hours** : TBA

**Course Description:**

To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest. The focus will be on strategic and tactical decisions that impact the retail operation.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will have an understanding of:

* the contribution of retailers to the product value chain.
* consumer motivations, shopping behaviors, and decision processes for evaluating retail offering and purchasing merchandise and services**. LG4**
* corporate objectives, competitor analysis, and competitive strategy
* the traditional bases for segmentation and how segmentation can inform retail strategy
* how retailer’s differentiate their offering as an element in their corporate strategy. **LG1**
* factors affecting strategic decisions involving investments in locations, supply chain and information systems, and customer retention programs. **LG1 LG2 LG4**
* how retailer’s communicate with their customers. **LG3**
* tactics (pricing, merchandise assortment, store management, visual merchandising, customer service) for extracting profit from a retail offering. **LG1 LG4**

**Required Material:**

**Textbook** : Levy, Michael, and Dhruv Grewal. “***Retail management****”*. McGraw-Hill, 2023.

**Additional Material** : Student notes, and Power Point slides

**E-Learning System** : Moodle

**Course Website** : <https://moodle.ku.edu.kw>

**Course Requirements and Policies:**

* Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
* Students must follow all the ethical standards in the classroom.
* All mobile phones should be turned off or the student will be asked to leave the classroom.
* NO nepotism, or cronyism.
* The course will consist of lectures, in-class activities, share and tell, homeworks, Exams, and a final.
* Students’ attendance and participation are expected.
* No makeup work will be offered for missed exams. In the event of an acceptable excuse for exam absence, the student's existing grades will be used to determine an average score.

**Individual Assignments:**

**Homework:**

* As part of the learning process, students will be assigned specific questions related to relevant topics to be completed as individual homework. This exercise serves to reinforce understanding, encourage independent thinking, and provide an opportunity for students to demonstrate their comprehension and critical thinking skills outside of the classroom setting. By completing these assigned questions, students can deepen their knowledge and further engage with the subject matter.

**Share and tell:**

* To enhance the practical application of marketing concepts, students will be required to deliver 6 minutes talks on relevant topics related to the assigned chapters. These talks should incorporate real-world examples from our daily lives, such as videos, news pieces, or interviews, and demonstrate how these examples relate to the covered marketing concepts. By connecting theory to real-life situations, students can deepen their understanding, develop critical thinking skills, and gain insights into the practical implications of consumer behavior in various contexts. This exercise encourages students to actively explore and analyze the relevance of marketing principles in the world around them, fostering a deeper appreciation for the subject matter.

**In-Class Tests:**

* The assessment in this course will consist of two exams throughout the semester, followed by a comprehensive final exam. These exams serve as critical evaluation points to gauge students' understanding of the course material, their ability to apply concepts, and their analytical skills.
* The two exams will be strategically scheduled to cover different sections or themes of the course, allowing students to demonstrate their knowledge acquired up to that point. Each exam will assess students' comprehension of theoretical frameworks, their ability to analyze marketing scenarios, and their application of concepts to real-world examples.
* The final exam will encompass the entire course, incorporating a comprehensive review of all topics covered during the semester. This exam will test students' overall understanding and integration of marketing concepts, as well as their ability to synthesize information from different modules.

**Participation:**

* Student participation is crucial for a vibrant classroom environment, fostering engagement and diverse perspectives.
* Students are encouraged to ask questions, share examples, suggest ideas, and contribute relevant perceptions during class discussions.

**Class Preparation:**

* Students are required to come to class prepared by reading the assigned chapter beforehand, ensuring active engagement during class discussions and activities. This practice enhances comprehension, enables meaningful participation, and fosters a more productive learning environment.

**Group Assignments:**

**In-Class Activities:**

* In-Class Activities will be a regular component throughout the course, offering opportunities for collaborative learning. These activities will be solved in groups, providing you with the chance to engage with your peers, share ideas, and collectively tackle challenges. It is important to note that In-Class Activities are ungraded; their primary purpose is to enhance your understanding of the course material, foster teamwork, and encourage active participation.
* During class sessions, we will dedicate time to discussing the solutions to these activities as a group. This collaborative discussion aims to deepen your comprehension, allow for the exchange of diverse perspectives, and provide insights into different problem-solving approaches. Your active involvement in these discussions is encouraged, as they contribute to a dynamic and enriching learning environment.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 20% | Tests |
| 20% | HomeWorks |
| 10% | In-class Activities |
| 10% | Share and Tell |
| 40% | Final |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |
| --- | --- |
| **Chapter** | **Topics** |
| Chapter 1 | Introduction to the World of Retailing |
| Chapter 2 | Types of Retailers |
| Chapter 3 | Digital Retailing |
| Chapter 4 | Multichannel and Omnichannel Retailing |
| Chapter 5 | Consumer Behavior |
| Chapter 6 | Retail Market Strategy |
| Chapter 8 | Retail Locations |
| Chapter 9 | Retail Site Location |
| Chapter 11 | Customer Relationship Management |
| Chapter 12 | Managing the Merchandise Planning Process |
| Chapter 13 | Buying Merchandise |
| Chapter 14 | Retail Pricing |
| Chapter 15 | Retail Communication Mix |
| Chapter 17 | Store Layout, Design, and Visual Merchandising |
| Chapter 18 | Customer Service |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| October 26th, 2024 | Last day to drop a course |
| Dec 23rd, 2024 | Last day of classes |
| Dec 29th , 2024 | Final Exam 8:00am -10:00am |

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals Related to this course:**

**LG1. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG2. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

* 1. Use a word-processing application to type and format a business document.
  2. Use a presentation-making application to prepare a slideshow for a business issue.

**LG3. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.