GEORGE MASON UNIVERSITY  
SCHOOL OF MANAGEMENT  
MKTG 332-01  

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OFF. HRS. T&R=1.30-2.45 P.M.  
Also by appointment  
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COURSE DESCRIPTION: To acquaint students with the Retailing environments, 
the types of retail organizations and structure, managerial 
strategies, location analysis, retail promotional strategies, 
pricing strategies and financial control; fulfillment strategies, 
personnel policy and merchandising. Particular emphasis is 
given to E-Tailing as a form of non-store retailing.  

PREQUISITES: MKTG 301 OR EQUIVALENT-IF THIS REQUIREMENT IS 
NOT FULLFILLED, A WAIVER MUST BE SIGNED BY 
THE INSTRUCTOR OR REGISTRATION MAY BE 
CANCELED WITHOUT TUITION REEMBURSEMENT.  

COURSE OBJECTIVES:  
1. Our students will be competent in their discipline  
   Students will understand the retail industry structure and how the four 
P's of marketing relate to said industry. This will enable students to 
prepare merchandising plans and analyze retail company performance.  

2. Our students will be aware of the uses of technology in business. 
   A group class project specifically addresses retailing and the internet. 
   Also, throughout the text many examples of the use of technology in 
   retailing are explored.  

3. Our students will be effective communicators.  
   Students will show written communication skills through case analysis 
   and a written project. Oral communications will be promulgated by in 
   class discussion on a variety of subjects.
4. Our students will have an interdisciplinary perspective. Marketing as a discipline utilizes other disciplines such as psychology, economics, sociology, public policy and the law, plus information systems and mathematics to strategize and be successful marketers. Students will draw concepts and tools from these disciplines to create effective and efficient marketing plans.

5. Our students will be knowledgeable about global business and trade. The text is both domestically and internationally oriented with a dedicated chapter on the international/global approach that retailers use today. Cases and examples are employed throughout the text on the international/global approaches used by both American and foreign companies.

6. Our students will recognize the importance of ethical decisions. Ethical concepts and decisions are an integral part of the text and particular emphasis is made on examples of such decisions.

7. Our students will be knowledgeable about the legal environment of business. Students will examine the federal, state, and local laws that affect retailers. Also unique laws given different countries are explored.

8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams. A class project is done as a group assignment as is a case study. Special attention is devoted to how students communicate and cooperate in order to achieve synergy from the completed work.

9. Our students will understand the value of diversity and the importance of managing diversity in the context of business. Retailing devotes a chapter to Human Resource Management and also one on Store Management. Students will explore all of the functions associated with managing and hiring for diversity in the business. Also, as a Marketing area target marketing of diverse groups will be part of the learning process.

10. Our students will be critical thinkers. Students will be required to learn mathematical tools for managing the workplace. Also written case analysis is required as well as an exercise in writing a case on a group basis. Students will then be analyzing that case in writing.
REFERENCES: BERMAN AND EVANS: RETAILING MANAGEMENT:
A STRATEGIC APPROACH, 6th EDITION

STUDENT RESPONSIBILITIES: Assignments are due on the date assigned. Late
assignments will result in a grade per day penalty. Cases that
have been discussed in class will not be accepted. Cases and
term project assignments must be typewritten.

GRADING: There will be 3 unit exams, (exam 2a and 2b constitute a unit
exam), one E-Commerce project and one written case. Each
assignment will be worth 200 points or 1000 possible points.
A=90%, B=80%, C=70%, D=60%, F=<60% (NO +OR- s)
Exams (only) may be curved at the instructors discretion.
The final grade in this course does Not use + or minus (e.g.
B++=B, and B-=B).
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5-03 Presentations
5-05 Marketing Control
Marketing/Retail Audits
Review

5-17 1:30 p.m. Exam 3 ch 7-8 & 16-19 & Notes

Key Dates:
Case Review 2-10
Exam 1 2-15
Last Day to Drop 3-08
Exam 2A hand out 3-10
SPRING BREAK 3-14-20
Exam 2B in class 3-24
Exam 2 A Due 3-31
Case 2 Due 4-14
Projects Due 4-26
Exam 3 5-17 1:30 p.m.
RETAILING AND E-COMMERCE MANAGEMENT PROJECT
MARKETING 332

The purpose of this project is three fold: 1. To give the student experience in using the Internet and other sources of data to formulate a biography of a firm that uses E-commerce; 2. Acquaint the student with how a company's biography can be analyzed to identify existing and foreseeable problems that need to be addressed; 3. Present solutions to the identified problems to the Retailing class.

Instructions:

1. Identify a Retail firm that you would like to write about. (see handout for examples)
2. Have the topic approved by the course instructor. Preliminary research should be done in order to make sure that sufficient information is available on the company beyond the company's web site.
3. Compile a history of the company to date. (This should include a synopsis of the industry, Industry and company outlook plus issues that the company is addressing and/or should be addressing).
4. Use footnotes and a bibliography when appropriate. (Each project should have a minimum of 5 sources other than the company's home page)
5. The second portion the project is to have the student set up the aforementioned research report in a case analysis format. (see Case Analysis handout)
6. Each project should address the major problem that faces the company as well as sub-problems.
7. Present the project to the class as a group, with each member participating in the summary of the company (including financials), and the analysis of the case which should include the Major Problem, Sub-problems, Alternative courses of action, Recommendations (solutions) and Delimitations.
8. Combined, the written project and case should not exceed 15 double spaced typed pages, with appropriate margins. (Charts and Graphs may be presented in Appendices)
9. An analysis of the company may reveal several problems that are not "Marketing" problems per se; but often they should be recognized if they affect the viability of the firm. (e.g. the Macro-environment).
10. Hand in the project on the date of the presentation.
11. Keep a copy of the project for yourself (the instructor will keep a copy also, for Assurance of Learning purposes)
CASE ANALYSIS

Your task is to assume that you are either a hired consultant or in a responsible position within the firm and have been assigned to do completed staff work; therefore, the work you hand in is a reflection on your professional capability to do the type of analyses that is required to be successful in the business world.

The paper should contain headings and sub-headings, a bibliography (if outside sources are used), and free from grammatical errors. (This includes the absence of typos, misspellings and the proper use of tense). While different formats are often used in case analyses, the following format is an outline of the process to be used in this course (no exceptions). Length of the paper is not to exceed 5 pages unless an Appendix with numerical exhibits are necessary.

Statement of the Major Problem: [Avoid symptoms; e.g., declining sales. This and Sub-problem statements should be one sentence and are often in question form).

Statement of Sub-problem(s): [These may or may not relate to the major problem]

Alternative courses of action: [Any alternative solutions to solving problem(s) should be identified]

Decision (Recommendations): [Any alternative cited above or combination thereof should be used]

Delimitation(s): [What could go wrong with your decision and its implementation?)

- Assumption(s) You may make assumptions if you do not have the information that warrants a clear decision. This should be stated prior to problem identification. (You may not assume that case material is irrelevant and therefore omitted from your analyses and any assumption made must be used throughout the paper).