

Las Positas College  
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## Course Outline for MKTG 56

### RETAIL STRATEGIES

Effective: Fall 2004

#### I. CATALOG DESCRIPTION:

MKTG 56 — RETAIL STRATEGIES — 3.00 units

An overview of marketing in the retail industry. Developing business strategies appropriate to consumer behavior. Applying the principles of persuasion in image development, Internet retailing and visual merchandising. Developing a successful media plan, including advertising, promotions and public relations.

3.00 Units Lecture

#### **Strongly Recommended**

MKTG 50 - Introduction to Marketing  
or

BUSN 53 - Business Correspondence

#### **Grading Methods:**

Letter or P/NP

#### **Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

**Before entering this course, it is strongly recommended that the student should be able to:**

- A. MKTG50
- B. BUSN53

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. describe an overview of retailing today including kinds of stores and merchandise and careers in retailing;
- B. explain the future of retailing including demographic changes, environmental uncertainties, and new competition;
- C. apply principles of consumer behavior as they relate to retailing such as: where consumers buy, what they buy, segmentation of consumer market;
- D. analyze how consumers process information and make buying decisions through influence factors such as attitudes, personality, culture, motivation, perception, and reference groups on consumer decision-making;
- E. solve common retail business problems using the principles of market research and other tools used to analyze market opportunities and consumer responses;
- F. explain the factors relating to successful advertising, promotions, and publicity;
- G. explain the factors relating to successful visual merchandising such as store layouts and presentation;
- H. identify legal and ethical issues in retail strategies, branding, promotions and visual communications;
- I. synthesize all lessons learned across both traditional and Internet business models.

#### V. CONTENT:

- A. Retailing today, kinds of stores and merchandise, and careers in retailing
  - 1. Types of retailers
    - a. Food
    - b. General merchandise
    - c. Nonstore retail formats
    - d. Services
  - 2. Characteristics
    - a. Price-cost trade-off
    - b. Type of merchandise
    - c. Variety and assortment
    - d. Service levels
  - 3. Organization of small and large retailers

- a. Retail stores
  - b. Corporate headquarters
- B. The future of retailing including demographic changes, environmental uncertainties, and new competition
  - 1. Broad demographics definitions and buying habits
    - a. Age
    - b. Socio-economic
    - c. Ethnic
  - 2. Sustainable competitive advantage
    - a. Customer loyalty
    - b. Location
    - c. Human resources and customer service
    - d. Information systems
    - e. Unique merchandise
    - f. Vendor relations
    - g. Channel power
  - 3. Growth strategies
  - 4. Strategic planning
- C. The consumer market as it relates to retailing: Where consumers buy, what they buy, segmentation of consumer market
  - 1. Types of purchases that make sense online or instore
  - 2. Market segmentation
    - a. Needs-based
    - b. Demographics
    - c. Psychographics
- D. How consumers process information and make buying decisions. Influence factors such as attitudes, personality, culture, motivation, perception, and reference groups on consumer decision making
  - 1. American cultural values
    - a. Demographic groups
    - b. Generation groups
    - c. Ethnic groups
    - d. Inter-and intra-group attitudes and references
  - 2. Global cultural values
    - a. Europe
    - b. Asia
    - c. Compared/contrasted with American
    - d. Inter and intra-group attitudes and references
  - 3. Cause related marketing
- E. Principles of market research and the tools used to analyze market opportunities and consumer responses
  - 1. Surveys
  - 2. Focus groups
  - 3. How to make use of available primary, secondary data sources
  - 4. Concepts of market size and share
- F. Factors relating to successful advertising, promotions, and publicity
  - 1. Branding
  - 2. Principles of awareness and calls to action
  - 3. Communications methods
    - a. Advantages
    - b. Disadvantages
  - 4. Setting communication objectives
    - a. Criteria for evaluation and use
    - b. Measuring effectiveness
- G. Factors relating to successful visual merchandising such as store layouts and presentation
  - 1. General design principles
  - 2. Store layout principles
  - 3. Merchandise presentation techniques
  - 4. Atmospheric
  - 5. Planned versus unplanned purchases
- H. Legal and ethical issues in retail strategies, branding, promotions and visual communications
  - 1. Children
  - 2. Elderly
  - 3. Emotional manipulation
  - 4. Privacy
  - 5. Truth-in-advertising
- I. "Bricks" and "clicks" business models
  - 1. Similarities and differences
  - 2. Multi-channel sales, marketing and delivery

## VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Discussion** -
- C. **Written exercises and case studies** - Case studies 1. Current events 2. Best practices
- D. **Guest Lecturers** -
- E. Videos

## VII. TYPICAL ASSIGNMENTS:

A. Analysis of current events in retailing from business publications (i.e. Wall Street Journal, Fortune, local business section.) 1. Typical question: a. Why did the Nike and Foot Locker strategic alliance make sense in the beginning of their relationship? Why did the Foot Locker CEO adopt a new strategy? What were Nike's concerns with that new strategy? B. Application of class learning's to personal experience. 1. Typical question: a. Has a store you have been going to for a while made changes in their retail format or target market? How are you seeing those changes when you go into their store? C. Group project to develop own retail plan 1. Overall strategy, concept, sustainable competitive advantage. 2. Product life cycle status for your retail mix. 3. Communications and advertising strategy. 4. Store layout, design and visual merchandising. 5. Best practices from other retailers.

## VIII. EVALUATION:

### A. **Methods**

- 1. Other:
  - a. Current events, field analysis-weekly

- b. Paper on sample retail plan
- c. Group presentation
  - 1. 15-20 minute presentation teaching the class how concepts in the class used in a business idea
- d. 1 midterm, 1 final examination
  - 1. Typical test question:
    - a. "Wal-Mart has experienced disappointing losses in Japan in its effort to continue its growth rate through entering new markets and expanding globally. Analyze and discuss the factors that impact Wal-Mart by comparing and contrasting Japanese with typical American retail formats and buyer behavior."

**B. Frequency**

**IX. TYPICAL TEXTS:**

- 1. Michael Levy & Barton A. Weitz, *Retailing Management*. 5th ed., McGraw Hill/Irwin, 2004.
- 2. Judith Bell & Kate Ternus *Silent Selling: Practices and Effective Strategies for Visual Merchandising*. 2nd ed., Fairchild Books, 2000.
- 3. - *Selected Readings in Retail Strategies*. 1st ed., McGraw Hill/Primis Custom , 2004.

**X. OTHER MATERIALS REQUIRED OF STUDENTS:**

- A. Internet Access
- B. Access to business publications such as the Wall Street Journal, Fortune
- C. Access to trade publications for their interest areas.