

MKTG 4600
RETAILING

COURSE PROFESSOR

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Office Hours:
M: 1 – 2 p.m., also by appointment

COURSE DESCRIPTION

The UNT – Denton “Course Catalog” describes the course as “Principles and methods; personnel management; credit; stock control.” These are very important topics; however, this course reflects a broadened perspective of retailing and retail management. We will collectively investigate cutting-edge retailing principles and practices, including exploring retailing as a set of business and/or individual activities aimed at 1) creating value in the exchange of market offerings (i.e., products and services) to consumers for personal, family or others’ consumption, 2) managing the flows of market offerings in the supply chain, and 3) impacting the economic (i.e., consumer confidence) of markets in the U.S. and abroad.

You will often see retailing described by the acronym B2C, which reflects business-to-consumer exchange; however, retailing also encompasses C2C or consumer-to-consumer exchange. In this course, we focus on B2C exchange relationships. Retailing is ultimately about managing consumers’ experiences and expectations. Sam Walton, the founder of *Walmart*, expertly acknowledged that “High expectations are the key to everything.”

RETAILING REAL-TIME

What makes retailing especially interesting is that each of you is a *participant* in the retail industry. All of you have purchased from retailers, and many of you have worked for a retailer. Please consider that you are enrolled in this course during an unprecedented time. The combination of public health, economic, and sociopolitical disruptions has forced retailers to accelerate digitization and e-commerce strategies, distribution and delivery options, and supplier relationships.

Retail Apocalypse. The term “retail apocalypse” captures the massive store closures and retail bankruptcy filings. Some of the historically highest-performing retailers have been among the casualties. In 2024, retail failures increased by more than 57% year-over-year, with over 50 major retail bankruptcies included. Retailers like *Big Lots*, *The Container Store*, *Express*, *Joann*, *Party City*, *At Home*, *Conn’s*, *Vitamin Shop*, *Rue 21*, *Red Lobster*, *T.G.I. Friday’s* and *The Body Shop* were among the casualties. Retailers will not only manage a daunting set of short-term challenges to survive, but they will also need to transform their operations to survive over the long term. These challenges coincide with a shift in consumers’ attitudes, habits (and in many cases) lifestyles. Generation Z consumers are changing their retail buying habits:

In-store and online purchases for 18- to 24-year-olds fell 13% year-over-year between January and April, according to market research firm Circana. Spending by older groups is still on the rise but has slowed. A combination of economic challenges is driving the decline. Young grads are having a much tougher time finding jobs. Student-loan payments are restarting for millions of borrowers. Over roughly the past year, credit-card delinquency rates have risen to their highest points since before the pandemic, and are highest for those 18 to 29, according to the New York Federal Reserve.¹

¹ <https://www.wsj.com/personal-finance/young-american-consumer-spending-cut-f2b482e5?mod=djem10point>

RETAILING IN EVERYDAY LIFE

To fully understand the importance of retailing in everyday life, one might recall James Cash Penny's statement that "Profits must come through public confidence, and public confidence is given to any merchant in proportion to the service which he gives to the public." Now, consider how, why, what, and – above all – where you buy market offerings, all viewed through the challenges faced by retailer JC Penney. Think about Tony Hsieh, founder of Zappos.com, who said, "Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees."

While both retail pioneers emphasize the importance of building public confidence among internal and external customers, they face very different market realities. The most compelling challenge for retailers worldwide is the dynamic market environment. The old saying "location, location, location," attributed to William Dillard, founder of Dillard's department store, may seem outdated; however, retail space now encompasses both physical and virtual spaces. Presence and positioning relative to these physical and virtual locations remain crucial factors in today's retail strategy.

John Wanamaker opened the first department store in Philadelphia in 1861, called Oak Hall, and expanded it into the retail giant John Wanamaker & Co. in 1875. The store's motto was "One price and goods returnable." As you know, this is a transformative period in retail history, with Amazon.com and Alibaba.com displacing traditional brick-and-mortar stores across all types of market offerings, from convenience goods to luxury items, electronics to groceries. Whether retail transactions occur online, offline, or through a combination of both, the decline in traditional shopping behavior is well-documented.

In this course, you are a true expert because you are involved in retailing daily. Whether buying groceries, eating or drinking at a retail establishment, or purchasing apparel, you engage in retail activities daily. Your choice of places to buy products, such as clothing, accessories, books, music, entertainment venues (like bars, nightclubs, restaurants, stadiums, and theaters), and sporting goods, defines your retail patronage behavior—a key strategic outcome for successful retailers.

COURSE LEARNING OBJECTIVES

This course focuses on learning and applying the key concepts and principles of retailing theory and practices. The overarching course objective is for you to understand how retailers deliver value to their customers. After completing this course, you should be able:

- Recount the elements of the retail marketing mix.
- Analyze a retailer's strategy and tactics.
- Understand the economic and social significance of retailing in the U.S.
- Identify types of retailers and their roles in the marketplace.
- Discuss the importance of supply chain management (SCM) in providing value to retailers.
- Explain how virtual and physical "location" differences influence retail performance.
- Identify the dimensions of the merchandise mix and how these relate to assortment planning.
- Understand retail "branding" options and how to building retail patronage.

COURSE MATERIALS

The following textbook is considered the "gold standard" in retail education, encompassing the fundamental course content. It is not inexpensive, but used copies are available – please shop on online retail sites.

Levy, Michael, Barton A. Weitz, and Dhruv Grewal (2019). *Retailing Management*, 11th edition. McGraw-Hill Education.

Canvas. If you ever encounter any difficulties with the Canvas system, it is your responsibility to contact the Help Desk. Your instructor has no authority or control over the operating system, UNT servers, or software platform. Therefore, you are responsible for understanding the Canvas interface. There are online help sessions and workshops available for all students. For more information, contact the Help Desk.

COURSE POLICIES

Academic Integrity. It is expected that every student enrolled in the course adheres to the policies outlined in the University of North Texas “Academic Integrity Policy.” If you have any questions, please contact me or the UNT Academic Integrity Office.

AI Policy. These guidelines outline the best practices for using AI ethically while maintaining the originality of your work. You may use AI tools (e.g., ChatGPT, Grammarly) to help with:

- Brainstorming ideas or creating initial drafts.
- Improving grammar, syntax, or style for clarity and professionalism.
- Conducting exploratory research or summarizing non-proprietary data.

AI should support critical thinking, not replace it. All submitted work must reflect your own insights, analysis, and creativity. When incorporating AI contributions, you must cite appropriately, using a statement like “The initial draft was generated using ChatGPT and later refined by the author.”

Academic Integrity and AI Detection

- All submissions will be screened using [ZeroGPT.com](https://www.zero-gpt.com/) or similar AI detection tools.
- If a submission is flagged as AI-generated in its entirety, it may be subject to additional review.
- Submissions identified as primarily or entirely AI-generated without proper attribution will be treated as violations of academic integrity.
- Please keep drafts and notes demonstrating the development of ideas and revisions.
- Please provide comments or footnotes about how AI tools were utilized.
- Avoid over-reliance on AI for content development.

Consequences for Policy Violations

The university’s academic integrity guidelines will address violations of this policy and may include:

- Re-submit the assignment with significant grade deductions.
- Submission for formal UNT academic integrity review for severe violations.

UNT COB Student Ethics Statement. “As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline, and the Computer Use Policy. “

Attendance and Participation. You are expected to attend each class. If you attend 12 class sessions, there will be no penalty. **If you do not attend four or more scheduled class sessions, there will be a 10% reduction in your final grade.**

Written Communications Support. Because written communications proficiency is an important part of grading in this course, your ability to write correctly and effectively is essential. One tool available to everyone – *and at no cost* – is www.grammarly.com. It is a great way to identify writing errors and help you fix them. There is also a great resource called The Writing Lab (940.565.2563). This is an excellent resource for all UNT students.

ASSESSMENT OF LEARNING

*“In the long run, we shape our lives, and we shape ourselves. The process never ends until we die.
And the choices we make are ultimately our own responsibility.”*
- Eleanor Roosevelt

Below are the key components that make up your course grade

Component	Weightage	Weightage (Points)
Quizzes (4)	10 % (2.5% each)	100 (25 points each)
Experiential Exercises (2)	40% (20% each)	400 (200 points each)
Exams (Midterm & Final)	50% (25% each)	500 (250 points each)
Total	100%	1000

Quizzes (100 points). There will be four quizzes that combine multiple-choice and true/false questions, all (session slides) of which aim to test your knowledge of the course learning material. Each quiz will be worth 25 points or 2.5% of your course grade. All quizzes will cover only lectures and learning materials posted on Canvas. Quizzes will be posted on Canvas one week before the due date.

Quiz	Due Date	Chapters
1	August 30, 11:59 pm	1, 2 & 3
2	September 21, 11:59 pm	4, 5 & 6
3	October 12, 11:59 pm	7, 8, & 9
4	November 9, 11:59 pm	10, 11, 12 & 13

Experiential Exercises (400 points). The experiential exercises are real-world, relevant, and timely case study that asks you to discuss questions about a retailing decision scenario. It is an opportunity to evaluate a scenario with information, apply retailing principles, and construct a well-developed, thoughtful discussion. The grading rubric for this assignment is available on Canvas. You will submit each Experiential Exercise ONLY through Canvas. No submissions will be accepted via email. Your grades for each will be posted on Canvas. Each Experiential Exercise is worth 200 points, accounting for a total of 20% of your course grade. The due dates and assignment instructions are available on each posted assignment.

Mid-Term and Final Exams (500 points). There will be two exams in the course. Each exam covers all textbook material, supplementary materials, and class discussions. The exam will consist of true/False questions, multiple-choice questions, and short essay-type questions.

COURSE CALENDAR AND EXAMS

<u>Class Meeting Date</u>	<u>Chapter(s)</u>	<u>Topic</u>
August 18	1	Introduction to the World of Retailing
August 25	2 & 3	Types of Retailers Digital Retailing
September 1		Labor Day – UNT Closed
September 8	4	Multichannel and Omnichannel Retailing
September 15	5 & 6	Consumer Behavior Retail Market Strategy
September 22	7	Retail Financial Strategy
September 29		Mid-Term Exam
October 6	8 & 9	Retail Locations Retail Site Locations
October 6	5:00 p.m.	Experiential Exercise 1 Due
October 13	10	Information Systems & SCM

October 20	11	Customer Relationship Management
October 27	12	Managing the Merchandising Process
November 3	13	Retail Pricing
November 10	In-Class	Experiential Exercise 2 Presentations
November 17	17	Store Layout, Design, & Visual Merchandising
November 24		<i>Thanksgiving – UNT Closed</i>
December 1		Course Wrap-Up & Review
December 8		Final Exam

Final grades are based on a total of 1,000 possible points as articulated above and summarized below:

<u>F</u>	<u>D</u>	<u>C</u>	<u>B</u>	<u>A</u>
<600	600-699	700-799	800-899	>899