Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course provides a study of the principles and function of consumer sales in retailing with automation. Students will gain consumer sales techniques and strategies to improve service and retail sales performance. Additionally, this course provides a basic understanding of incorporating automation and electronic marketing of goods/services to leverage marketing mix (product, price, place, promotion) and current practices of online consumer selling.

Course Overview:

In this course, you will be introduced to the principles and concepts of retail marketing and retail sales. You will develop a comprehensive understanding of the issues pertaining to, the conceptual and organizational aspects of, and means for strategic planning and selling using automation in the retail sector. The course examines consumer cultural factors, demographics, and decision making.

The successful operation of a retail business depends largely on the ability of the retailer to provide high quality merchandise and service to consumers at a perceived value. Successful retailing also includes the ability of the retailer to implement effective marketing strategies, successful sales techniques, and relationship-building activities. These topics are discussed in depth.

You will examine how automation is being used in retail today and how this technology presently impacts the consumer decision making process. The final topic of this course is an examination of social media and mobile technology and their impact on the retail promotional mix. How the retailer can effectively use social media and mobile technology to market and sustain customer loyalty is also presented.

Course Learning Outcomes:
1. Apply the principles, practices, and concepts used for consumer selling.
2. Understand the differences with the consumer selling (B2C) process and business to business (B2B) sales process.

3. Analyze effective B2C closing methods for generating retail sales and building relationships with retail consumers.
4. Analyze the approaches, and guidelines used, to evaluate the use of automation in B2C sales.
5. Assess the challenges that technology and the internet has on consumer selling and how to overcome these challenges.
6. Analyze how social media and mobile technology is converting loyalty and its effect on consumer behavior in B2C sales.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Berman, B., & Evans, J. R. (2018). *Retail management: A strategic approach* (13th ed.). Upper Saddle River, NJ: Pearson. ISBN-13: 9780133796841

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

<u>Readings</u>

· Chapters 1, 6, & Case #3 & #4, pg. 161 in *Retail Management: A Strategic Approach*
· Ammous, S. (2017, December 20). Customer experience above all else key to omnichannel selling. *The Business Times*.
· Hansen, R., & Siew Kien, S. (2015). Hummel's digital transformation toward omnichannel retailing: Key lessons learned. *MIS Quarterly Executive 14*(2), 51-661.

<u>Opening Exercise (0 points)</u>

<u>Discussion (25 points)</u>

<u>Mastery Exercise (10 points)</u>

Module 2

<u>Readings</u>

· Chapter 2 and 5 in *Retail Management: A Strategic Approach*
· Retail customer service expert John Tschohl says a service plan is critical for success. (2013, August 20). *PR Newswire.*

<u>Opening Exercise (0 points)</u>

<u>Discussion (25 points)</u>

<u>Mastery Exercise (10 points)</u>

<u>Critical Thinking (90 points)</u>

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Scrambled Merchandising
Scrambled merchandising is introduced in Chapter 5 of the course text, where it is explained that retailers mix and blend unrelated products and services together to offer more diversity to consumers. An example of this is Walmart. The brand recently launched a new home furniture and décor site. Read about it here:

Jones, C. (2018, February 22). Walmart goes upscale in selling furniture, home goods online. *USA Today*.

Based on your personal opinion, which retailer does scrambled merchandising best? Discuss the growth of success, if applicable, because of this technique. Has the brand increased in awareness or customer traffic? How does this retailer advertise its diverse product line? What sales techniques are identified using scrambled merchandising? Discuss the following 4P strategy for the retailer:
● Distribution strategy,
● Price strategy,
● Product strategy, and
● Promotion strategy.

Support your arguments with this week's readings and other sources. Your paper should be submitted in the form of a Word document and meet the following requirements:
● Be 3-4 double-spaced pages, not including the title and references pages
● Cite at least 3 resources, which may include the textbook

- Be formatted according to the CSU-Global Guide to Writing and APA

Option #2: Retail Life Cycle
The retail life cycle is an inevitable process that every retailer will go or has gone through. In your paper, discuss all five stages by choosing a retailer that has experienced all five. Be sure to highlight the peak period of the retailer and what strategies were effective during that time.

Additionally, research whether customer service was impacted at any stage of the cycle. Through this research, discuss the following in your paper:
- Identify at what stage of the cycle retail selling was more present and evident.
- What selling techniques were employed at those stages?
- How effective was their execution?
- Also, discuss the specific reasons for its decline and whether the retailer could have avoided insolvency.

Support your arguments with this week's readings and other sources. Your paper should be submitted in the form of a Word document and meet the following requirements:
- Be 3-4 double-spaced pages, not including the title and references pages
- Cite at least 3 scholarly resources, one may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA

Module 3

Readings

· Chapter 7 in *Retail Management: A Strategic Approach*

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Global Population and Retailing Case Study
You are the Vice President of Marketing for a new retailer that sells brain training games to exercise and improve memory, and your company is expanding globally. Analyze the global population data in Table 7-1 of the textbook, from a retailing perspective. Analyze each country's population data. For example, how will a retailer use the population data to target consumers? The age distribution provides invaluable information to the retailer in terms of target market planning. Discuss how salespeople for this retailer would use this information to be more effective selling in a global landscape.

Support your arguments with this week's readings and other sources. Your paper should be submitted in the form of a Word document and meet the following requirements:
- Be 3-4 double-spaced pages, not including the title and references pages
- Cite at least 3 scholarly resources, one may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA

Option #2: Retailing Case Study for Related Retailers

Macy's and Bloomingdales are two department store chains operated by Macy's Inc. Visit the two websites and identify the target market strategies for each using the terms and concepts from Chapter 7. How do the two strategies differ? Who is their target customer? What does each do on its website to affect the consumer decision process? Include images from each store to demonstrate how images differ in advertising depending on the target market.

Then, compare and contrast techniques used by Macy's salespeople versus those used by Bloomingdales' salespeople. Assess why these sales techniques would differ and analyze the effectiveness of each strategy.

Support your arguments with this week's readings and other sources. Your presentation should meet the following requirements:
- Be a PowerPoint document of 5 to 6 slides, not including the title slide and references
- Cite at least 3 resources, one may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA

Module 4

Readings

·   Halverson, B. (2016). How sales order automation advances B2B & B2C convergence. *Industrial Distribution (Online).*
·   Kumar, A. (2016). A conceptual model for automation of product dynamic pricing and sales promotion for a retail organization. *Kybernetes, 45*(3), 490-507.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (50 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Automated Customer Service – Existing Retailer
Customer service is expected whether in a physical location or online. **Choose an existing clothing/fashion online retailer** and look up their customer service philosophy. Detail how they connect with consumers, their return and refund policy, and how they track orders. Discuss whether these strategies are effective and whether they would make customers feel valued. Pretend you are an online customer service agent for this retailer. How would you address the following issue:

A customer ordered five pieces of clothing and a pair of shoes. The shoes did not meet the customer's expectation of color. The color online and in person seemed to differ. Since the color did not meet his/her need, the customer also does not want one article of clothing that purported to be worn with the shoes. The customer used the online chat tool to connect with you. How would you handle this situation? What company resources would you use and how would you attempt to save the sale?

Make reference to external materials that suggest the significance of certain online sales strategies. Your paper should:
- Be 3- 4 double-spaced pages, not including the title page and references
- Cite at least 3 scholarly resources other than the course textbook

● Be formatted according to the CSU-Global Guide to Writing and APA

Option #2: Automated Customer Service – Newly Created Retailer
Customer service is expected whether in a physical location or online. **Create an online clothing/fashion retail store** and detail your customer service philosophy. Detail how your company would connect with consumers, the return and refund policy, and how you and your customers can track orders. Define how these would make your customers feel valued. How would you and your team be expected to address the following issue:

A customer ordered five pieces of clothing and a pair of shoes. The shoes did not meet the customer's expectation of color. The color online and in person seemed to differ. Since the color did not meet his/her need, the customer also does not want one article of clothing that purported to be worn with the shoes. The customer used the online chat tool to connect with you. How would you handle this situation? What company resources would be in place and how would you attempt to save the sale?

Make reference to external material that suggests the significance of certain online sales strategies. Other requirements include:
● Be 3-4 double-spaced pages, not including the title and references pages
● Cite at least 3 scholarly resources, one may include the textbook
● Be formatted according to the CSU-Global Guide to Writing and APA.

<u>**Portfolio Milestone (50 points)**</u>

Options #1 and #2
In preparation for the final assignment, create a comprehensive outline to help structure your paper for creating a strong retail strategy. What will you want to include and detail in the portfolio assignment? Integrate concepts, terms, and theories from the readings and module content. Include at least three references to support your plan.

Module 5

<u>**Readings**</u>

· Chapter 2 (pages 39-41) in *Retail Management: A Strategic Approach*
· Csikósová, Čulková, & Janošková. (2016). Evaluation of quantitative indicators of marketing activities in the banking sector. *Journal of Business Research, 69*(11), 5028-5033.

<u>**Opening Exercise (0 points)**</u>

<u>**Discussion (25 points)**</u>

<u>**Mastery Exercise (10 points)**</u>

<u>**Critical Thinking (70 points)**</u>

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Retail Banking Strategies
Retail banking strategies include aligning new technology to address the shift in customer needs. Customers want to access their money more conveniently and more expeditiously. In this paper, discuss at least three technological changes that allow customers to access their funds. Detail how the features function and other capabilities have evolved from years ago. Examine reviews of the features to gather

real perspective and thoughts on how they impact customer lifestyles. Discuss what features you find most effective and foreshadow how these changes will continue to impact banking in years to come.

Your paper should meet the following criteria in addition to answering the questions above:
- Be 3-4 double-spaced pages, not including the title and references pages
- Cite at least 3 scholarly resources, one may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA

Option #2: Retail Bank Mergers

Top retail banks are growing larger, even after the economic downturn. There have been several acquisitions over the last decade that have accounted for the substantial growth of many banks. Select a bank merger or acquisition that has occurred and detail how this event impacted consumers. What marketing changes and/or ground-breaking developments have occurred as a result? What negative impacts are there and what should be done to mitigate those impacts? How has consumer confidence changed because of the merger?

Your paper should meet the following criteria in addition to answering the questions above:
- Be 3-4 double-spaced pages, not including the title and references pages
- Cite at least 3 scholarly resources, one may include the textbook
- Be formatted according to the CSU-Global Guide to Writing and APA

Module 6

Readings

·   Chapters 14, 15, 16, 17 & 19 in *Retail Management: A Strategic Approach*

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (70 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1 Pricing & Social Media Strategy

Decide which popular clothing retailer you will represent for this assignment, such as H&M or Forever 21, and choose a strong competitor.
- What are the merchandising philosophy differences and similarities?
- Examine the competitor's pricing and social media strategies. Determine what makes them a strong competitor and how you stack up.
- Be sure to discuss overall target market strategy since it's likely that both brands are competing for the same groups. How do your pricing strategies aid in attracting more of those consumers to shop with your brand over the competitor?

Your paper should meet the following criteria in addition to answering the questions above:

- Be 3-4 double-spaced pages, not including the title and references pages
- Cite at least 3 scholarly resources, one may include the textbook

● Be formatted according to the CSU-Global Guide to Writing and APA

Option #2 Promotional Strategy
Decide which popular clothing retailer you will represent for this assignment, such as H&M or Forever 21, and choose a strong competitor.

Include and analyze two different retail ads exclusively on social media for both your brand and the competitor. What are the similarities and differences in images and ad strategy? What seem to be the promotional objectives? What were the branding messages: pioneer, competitive, etc.? Was there a focus on price or product in the ads?

Discuss overall target market strategy since it's likely that both brands are competing for the same groups. How do the ad images help to determine the likely target market?

Your paper should meet the following criteria in addition to answering the questions above:
● Be 3-4 double-spaced pages, not including the title and references pages
● Cite at least 3 scholarly resources, one may include the textbook
● Be formatted according to the CSU-Global Guide to Writing and APA

Module 7

Readings

· Rapp, A., Baker, T. L., Bachrach, D. G., Ogilvie, J., & Beitelspacher, L. S. (2015). Perceived customer showrooming behavior and the effect on retail salesperson self-efficacy and performance. *Journal of Retailing, 91*(2), 358-369.
· Rippé, C. B., Weisfeld-Spolter, S., Yurova, Y., Hale, D., & Sussan, F. (2016). Guiding when the consumer is in control: The moderating effect of adaptive selling on the purchase intention of the multichannel consumer. *The Journal of Consumer Marketing, 33*(6), 469-478.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Readings

· Chapter 18 in *Retail Management: A Strategic Approach*
· Husain, S., Ghufran, A., & Chaubey, D. S. (2016). Relevance of social media in marketing and advertising. *Splint International Journal of Professionals, 3*(7), 21-28.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (300 points)

Choose one of the following two projects to complete this week. Do not do both projects. Identify your assignment choice in the title of your submission.

Option #1:
Read the following article about the many ways to increase sales:

Ware, L. (2017, April 24). Get your customers off the "discount drug," boost profits and maintain margins with these creative retail sales ideas. *CCG Retail Marketing Blog.*

You have just been hired by a waning retail brand, ABC & 123 Toys Inc., to assist in rejuvenating and restoring the lackluster sales that have plagued the firm. Develop a retail strategy that focuses on all the items you'd address to help boost sales. Conduct a situation analysis. What are the areas of opportunities for the retailer and what threatens to adversely impact it? Using the 4Ps as a guide, make sure to address the following:
  ● What product or services changes will you implement? Discuss product innovation or customer service enhancement.
  ● Define the pricing strategy and notate new pricing objectives and price adjustments.
  ● Detail current retail distribution (i.e., exclusively online, brick and mortar location, etc.) and discuss a refined distribution strategy.
  ● Include examples of new advertising and promotional sale campaigns that will bolster profits. Which primary consumer groups will these ads reach? Develop a brief social media campaign in which these ads will appear.

Your assessment must adhere to the following expectations:
  ● Be 8-10 pages in length, not including the title or reference pages
  ● Integrate concepts, terms, and theories from the readings and module content
  ● Include at least five academic references to support your work, including one peer-reviewed article preferably from the CSU-Global Library
  ● Follow the CSU-Global Guide to Writing and APA

Option #2:
ABC & 123 Toys Inc. has been experiencing a drop in sales every month except around November and December due to holiday boosts of customer traffic. They noticed on their profit and loss statements that the first three quarters of the year consistently reflect loss. They maintain the same retail strategy and staffing model year-round.

You have been selected to conduct an audit of this waning retail brand with hopes of identifying the cause of lackluster sales and revenues. Conduct an extensive retail audit.

Discuss the current auditing process and what changes are necessary. What quality assurance measures will be in place to ensure damage control? Answer the five questions on Figure 20-6 regarding conducting the audit:
  1. How long should the audit take?
  2. Should employees be notified in advance?
  3. Is the audit to be disguised or nondisguised?
  4. Should the audit occur while the retailer is open or closed?
  5. How is the final report to be prepared?
  6. Based on your findings, what new retail strategies and human resource management will you recommend to combat future loss?

Your assessment must adhere to the following expectations:
  ● Be 8-10 pages in length, not including the title or reference pages

- Integrate concepts, terms, and theories from the readings and module content
- Include at least five academic references to support your work, including one peer-reviewed article preferably from the CSU-Global Library
- Follow the CSU-Global Guide to Writing and APA

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
0%   Opening Exercises
8%   Mastery Exercises
37% Critical Thinking Assignments
35% Portfolio Project & Milestones

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our **In-Classroom Student Policies and Guidelines** or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

Citing Sources with APA Style
All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

Disability Services Statement
CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.