Tasmanian School of Business and Economics

BMA329
RETAIL MARKETING

Semester 2, 2019
Unit Outline

Unit Coordinator
Dr. Louise Grimmer
CONTACT DETAILS

Unit coordinator

Unit coordinator: Dr. Louise Grimmer
Lecturer and Tutor: Dr. Louise Grimmer
Campus: Sandy Bay
Email: Louise.Grimmer@utas.edu.au
Phone: 03 6226 1587
Room location and number: Room 314, Centenary Building
Consultation hours: By Appointment
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WHAT IS THE UNIT ABOUT?

Unit description

Retailing is a large and diverse industry that contributes significantly to the economy and creates more jobs than many other sectors (retailing is the second largest employment sector in Tasmania and Australia). For marketers, understanding different aspects of a retailing business is pivotal, as retailers are the ones who sell products and services directly to the final consumer.

Retailers are the key actors who link manufacturers and service providers with the end consumers. Understanding retailing and its respective sales activities, enables marketers to better comprehend and analyse the retailing business environment, identify the needs of the retailers’ customers, and address those needs through the most effective marketing and sales techniques.

The focus of this unit is on developing students’ knowledge of the retail environment, retailing concepts and theories, and retailing and sales strategies. The unit will equip students with a working knowledge of how to integrate techniques and strategies so as to maximise the effectiveness of retail marketing and sales efforts.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Discuss the theories and concepts underpinning retailing and sales activities.
2. Apply and integrate theories and concepts of retailing and sales to critically evaluate retail businesses.
3. Communicate in oral and written formats and work in a team.

Alterations to the unit as a result of student feedback

Reduced team component and increased individual component for Assessment 3 based on student feedback in 2018.
## HOW WILL I BE ASSESSED?

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Task 1</strong></td>
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<tr>
<td>Workshop Activities</td>
<td>Weeks 2-11</td>
<td>20</td>
<td>1, 2 &amp; 3</td>
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<tr>
<td><strong>Assessment Task 2</strong></td>
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<tr>
<td>Essay</td>
<td>Week 5</td>
<td>25</td>
<td>1, 2 &amp; 3</td>
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<tr>
<td><strong>Assessment Task 3</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Agreement</td>
<td>Week 7</td>
<td>5</td>
<td>1, 2 &amp; 3</td>
</tr>
<tr>
<td>Team Presentation</td>
<td>Week 12</td>
<td>15</td>
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</tr>
<tr>
<td>Individual Report</td>
<td>Week 13</td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>
Assessment details

Assessment task 1: Workshop Activities

<table>
<thead>
<tr>
<th>Task description</th>
<th>Quiz (10 marks): This is an individual assessment. Starting from Week 2, students will complete a quiz (in class or online for distance students). The quiz will consist of questions related to the previous week’s textbook chapter/s (see Unit Schedule). The quiz aims to test your knowledge and understanding of the theory and concepts covered in the corresponding week’s topic/s. There will be ten (10) quizzes over the course of the semester from Weeks 2 to 11 (inclusive) with an allotted time of 10 minutes per quiz. Each quiz will contain ten (10) questions and each quiz is worth a total of one (1) mark, making a total of 10 marks over the semester. For attending students, the quiz can only be completed during the tutorial. Students who do not attend the tutorial will not be permitted to undertake the quiz. For distance students, each weekly online quiz will be open on MyLO for completion during a set period of time each week. Students who do not complete the quiz during the allocated open time will not be permitted to take the quiz at an alternative time. More information about the opening times for the quiz will be available on MyLO during Week 1.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class/Online Participation (10 marks): This is an individual assessment Attending students are required to actively participate in tutorials and will hand in hard copies of their answers to the weekly case study questions to the tutor each week at the start of the class. Distance students are expected to post their answers to the weekly case study questions on MyLO during the relevant week. Information about online participation will be available on MyLO in Week 1. Each week tutorial participation (Weeks 2 to 11) is worth a total of one (1) mark, making a total of 10 marks over the semester.</td>
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<tr>
<td>Criterion Number</td>
<td>Criterion Description</td>
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</tr>
<tr>
<td>1</td>
<td>Identify retailing and sales activities</td>
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<tr>
<td>2</td>
<td>Explain retailing and sales theories and practices using real-world retailing cases</td>
</tr>
<tr>
<td>3</td>
<td>Compare and contrast retailing and sales strategies across retailers</td>
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<tr>
<td>Task</td>
<td>Description</td>
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<tr>
<td>------</td>
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<tr>
<td>4</td>
<td>Develop strategies and make recommendations regarding retailing and sales issues</td>
</tr>
<tr>
<td>5</td>
<td>Participate in oral discussions and presentations by applying theory and concepts to specific tasks</td>
</tr>
</tbody>
</table>

**Task length**

- 10 quizzes consisting of 10 questions each, up to 10 minutes to complete each quiz.
- In-class/MyLO case study answers each week (no minimum or maximum word count)

**Due by date**

- Each week, from Weeks 2 to 11 (inclusive)

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**Assessment task 2: Essay**

**Task description**

**Essay:** This is an individual assessment. Students are required to write an essay critically evaluating and discussing a contemporary retail marketing issue. A choice of essay topics will be available on MyLO and each student should select one (1) essay topic for this assignment. Students are required to submit an electronic copy of their essay via MyLO. An information sheet and a rubric for this task will be provided on MyLO.

**Criterion Number**

<table>
<thead>
<tr>
<th>Criterion Description</th>
<th>Measures ILO:</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify retailing and sales activities</td>
</tr>
<tr>
<td>2</td>
<td>Explain retailing and sales theories and practices using real-world retailing cases</td>
</tr>
<tr>
<td>3</td>
<td>Conduct independent research on the application of contemporary retailing and sales theories and practices</td>
</tr>
<tr>
<td>4</td>
<td>Develop strategies and make recommendations regarding retailing and sales issues</td>
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<tr>
<td>5</td>
<td>Write clearly using the language of retailing and sales</td>
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</table>

**Task length**

- 2,000 words (excluding references)

**Due by date**

- Week 5 – 5.00pm, Friday 16 August 2019
Assessment Task 3: Team Agreement/Team Presentation/Individual Report
Task description

**Team Agreement | Team Presentation | Individual Report**

This assessment has one individual component (report) and two team components (team agreement and team presentation).

Students will form teams in Week 4 (Max. 4 students per team).

Each team will select a single retailer for analysis and have their choice approved by the Unit Coordinator prior to starting work on this assessment. Teams should select their retailer as soon as possible once their team has been formed.

*Team Agreement*

In Week 7 each team is required to submit their Team Agreement via MyLO. Information, a template and marking rubric for the Team Agreement will be available on MyLO.

*Team Presentation*

In Week 12, each team is required to provide a presentation on their selected retailer.

On-campus students will present a poster (the blank poster will be provided by the tutor during the semester) during class time and distance students will submit a PowerPoint presentation (20 slides maximum) via MyLO. An information sheet and marking rubric for this task will be made available on MyLO.

In addition to the poster and slides, each team will be asked to answer four questions about their selected retailer. Questions will be asked by the Tutor during the in-class poster presentation and questions will be posted on MyLO for distance teams (with 24 hours to provide written responses on MyLO). More information about this process will be available during the semester.

*Individual Report*

In Week 13 students are required to submit an individual report on the team’s selected retailer. The report will describe and evaluate the retailer’s various marketing strategies and discuss how these strategies are specifically designed to meet the needs of the retailer’s target market and give the retailer a sustainable competitive advantage. An information sheet and marking rubric for this task will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion</th>
<th>Measures ILO:</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Identify retailing and sales activities</td>
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<td>Explain retailing and sales theories and practices using real-world retailing cases</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Conduct independent research on the application of contemporary retailing and sales theories and practices</td>
<td>2</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
<td>Weight</td>
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<tr>
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<td>4</td>
<td>Compare and contrast retailing and sales strategies across retailers</td>
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<td>5</td>
<td>Develop strategies and make recommendations regarding retailing and sales issues</td>
<td>2</td>
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<tr>
<td>6</td>
<td>Participate in oral discussions and presentations by applying theory and concepts to specific tasks</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Write clearly using the language of retailing and sales</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Perform as a member of a project team</td>
<td>3</td>
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</table>

**Task length**

- Team Agreement Form: 700-800 words (5 marks)
- Team Presentation: 1 x Poster or 20 PowerPoint Slides (15 marks)
- Individual Report: 3,500 words (excluding references and appendices) (35 marks)

**Due by date**

- Team Agreement due Week 7 – 5.00pm, Friday 30 August 2019
- Team Presentations due Week 12 - 5.00pm, Friday 11 October 2019
- Individual Report due Week 13 – 5.00pm, Friday 18 October 2019

**How your final result is determined**

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- **PP (pass)** at least 50% of the overall mark but less than 60%
- **CR (credit)** at least 60% of the overall mark but less than 70%
- **DN (distinction)** at least 70% of the overall mark but less than 80%
- **HD (high distinction)** at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.
Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

Late Assessment and Extension Policy

In this Policy:

(a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
(b) ‘late’ means after the due date and time; and
(c) ‘assessment items’ includes all internal non-examination based forms of assessment

This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have discretion to waive a late penalty.
Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics' Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit. For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text:


Recommended readings


**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the [Reading Lists page](#) on the University Library website.

**Equipment, materials, software, accounts**

In addition to the text/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to regularly review the relevant papers that are published in:

- *Australasian Marketing Journal*
- *European Journal of Marketing*
- *Industrial Marketing Management*
- *International Journal of Research in Marketing*
- *Journal of Business Research*
- *Journal of Consumer Research*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of Retailing*
- *Journal of Retailing and Consumer Services*
- *Journal of Consumer Behaviour*
- *Journal of the Academy of Marketing Science*
- *Marketing Science*

Students should also review the following websites and blogs for up to date information and opinions on retailing:

- American Association of Advertising Agencies: [http://www.aaaa.org](http://www.aaaa.org)
- American Marketing Association: [www.marketingpower.com](http://www.marketingpower.com)
- Australian Marketing Institute: [www.ami.org.au](http://www.ami.org.au)
- Australian Retailers Association: [www.retail.org.au](http://www.retail.org.au)
Activities

Specific attendance/performance requirements
N/A This unit will be delivered over a thirteen (13) week semester. To fully participate in this unit, PRIOR to attending weekly lectures and tutorials (if an attending student) or viewing the weekly lectures and tutorial podcasts (distance students), ALL students are expected to:

- Read the specified Chapter(s) of the prescribed text (see Unit Schedule);
- Read the specified Case Study from the prescribed text and prepare answers to the questions (see Unit Schedule), and
- Prepare for the weekly quiz (see Unit Schedule).

Attending students are expected to attend the weekly two-hour lecture and weekly one-hour tutorial. Note tutorials start in Week 1 – please sign up via MyLO.

Tutorials are designed to provide an active and collaborative learning environment in which you can draw on your knowledge of the prescribed text, the lecture, and wider reading and research, to discuss, review and analyse critical retail-related issues and challenges. It is ESSENTIAL that you attend lectures and tutorials and that you are prepared for the tutorials; you will need to attend to hand in your weekly case study answers, take part in class discussions and complete the quiz.

Distance students will have access via MyLO to the weekly recorded lectures within 24 hours of the on-campus lecture being presented. You will also have access to a weekly recorded tutorial podcast specifically for distance students. There is no requirement to attend an online 'live' tutorial for this unit.

In addition, there will also be an open discussion board on the MyLO site which is the platform on which your questions and issues about the unit are posted for
engagement with other students. Questions or issues that students would like addressed by the Unit Coordinator should be emailed directly to them.

Distance student will form teams by Week 4 by joining a group on MyLO. Those students who have not joined a team by the start of Week 5 will be allocated to a team by the Unit Coordinator, and informed of the allocated team via University email.

For distance students self-directed study is important. In addition to the prescribed textbook, lecture slides, workshop activities provided by the Unit Coordinator, students are expected to do their own research in order to enhance their knowledge. Students can share their resources (e.g., journal/trade articles, web links, etc.) with others on the online discussion platforms set up on MyLO for this unit.

To see the lecture and tutorial timetable, go to
http://student.admin.utas.edu.au/coursesenrolment/timetable

**Specific attendance/performance requirements***

In this unit, your active engagement will be monitored in the following way:

1. Completing the weekly quiz in Weeks 2 and 3
2. Evidence of in-class or online participation in Weeks 2 and 3

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. Please note that teaching staff will not monitor the Discussion forum.

If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

**Further information and assistance**

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>LECTURE</th>
<th>TUTORIAL ACTIVITIES</th>
<th>ASSESSMENT DUE DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>CHAPTER 1: Introduction to the World of Retailing</td>
<td>Overview of the Unit and Assessments</td>
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<td></td>
<td></td>
<td>CHAPTER 2: Types of Retailers</td>
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<td>2</td>
<td>22 July</td>
<td>CHAPTER 3: Multi-channel Retailing</td>
<td>Online Quiz (Based on Chapters 1 and 2)</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
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<tr>
<td></td>
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<td>CHAPTER 4: Customer Buying Behaviour</td>
<td>Case 8 ‘Ashley Stewart’</td>
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<tr>
<td>3</td>
<td>29 July</td>
<td>CHAPTER 5: Retail Market Strategy</td>
<td>Online Quiz (Based on Chapters 3 and 4)</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
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<td></td>
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<td>CHAPTER 7: Retail Locations</td>
<td>Case 4 ‘Build-A-Bear’</td>
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<td>4</td>
<td>5 August</td>
<td>CHAPTER 10: Customer Relationship Management</td>
<td>Online Quiz (Based on Chapters 5 and 7)</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
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<td>Case 19 ‘Sephora Loyalty Programs’</td>
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<td>Form Teams (Maximum of 4 students per team) and sign up in class or via MyLO (for distance students)</td>
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<td>5</td>
<td>12 August</td>
<td>CHAPTER 9: Information Systems and Supply Chain Management</td>
<td>Online Quiz (Based on Chapter 10)</td>
<td>Assessment 2 Essay Due: 5.00pm, 16 August 2019 Value: 25 marks</td>
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<td>Case 13 ‘Diamonds from Mine to Market’</td>
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<td>6</td>
<td>19 August</td>
<td>CHAPTER 11: Managing the Merchandise Planning Process</td>
<td>Online Quiz (Based on Chapter 9)</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online</td>
</tr>
<tr>
<td>WEEK</td>
<td>DATE BEGINNING</td>
<td>LECTURE</td>
<td>TUTORIAL ACTIVITIES</td>
<td>ASSESSMENT DUE DATES</td>
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<tr>
<td>7</td>
<td>26 August</td>
<td>CHAPTER 12: Buying Merchandise</td>
<td>Case 7 'Remixing a Green Business: The Green Painter'</td>
<td>Participation Value: 1 mark</td>
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<td></td>
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<td>CHAPTER 13: Retail Pricing</td>
<td>Online Quiz (Based on Chapters 11 and 12) Case 22 'Mel’s Department Store under New Management'</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark Assessment 3 Team Agreement Due: 5.00pm, 30 August 2019 Value: 5 marks</td>
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<td>Mid-semester break (Monday 2 September –Friday 6 September inclusive)</td>
</tr>
<tr>
<td>8</td>
<td>9 September</td>
<td>CHAPTER 14: Retail Communications Mix</td>
<td>Online Quiz (Based on Chapter 13) Case 30 ‘Target Marketing with Google AdWords’</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>CHAPTER 15: Human Resources and Managing the Store</td>
<td>Online Quiz (Based on Chapter 14) Case 28 ‘See it, scan it, buy it! Shortening the path to purchase with Mobilibuy’s technology’</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>CHAPTER 16: Store Layout, Design and Visual Merchandising</td>
<td>Online Quiz (Based on Chapter 15) Case 20 ‘Attracting Generation Y to a Retail Career’</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>CHAPTER 17: Customer Service</td>
<td>Online Quiz (Based on Chapter 16) Case 35 ‘A Musical Quandary in an Italian Restaurant’</td>
<td>Assessment 1 Quiz Value: 1 mark Class/Online Participation Value: 1 mark</td>
</tr>
<tr>
<td>12</td>
<td>7 October</td>
<td>Presentations</td>
<td>Presentations</td>
<td>Assessment 3 Team Presentation</td>
</tr>
<tr>
<td>WEEK</td>
<td>DATE BEGINNING</td>
<td>LECTURE</td>
<td>TUTORIAL ACTIVITIES</td>
<td>ASSESSMENT DUE DATES</td>
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<td>(Venue TBA)</td>
<td>(Venue TBA)</td>
<td>Live presentations in class on either Tuesday 8 October OR Wednesday 9 October 2019 Value: 15 marks</td>
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<td>Assessment 3 Team Presentation (Distance) Load via MyLO Due: 5.00pm, 11 October 2019 Value: 15 marks</td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td>No Lecture</td>
<td>No Tutorial</td>
<td>Assessment 3 Individual Report Due: 5.00pm, 18 October 2019 Value: 35 marks</td>
</tr>
</tbody>
</table>

Examination Period: Saturday 26 October to Tuesday 12 November (inclusive)
There is no Exam for this Unit.
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.