Tasmanian School of Business and Economics

BMA329

RETAILING AND SALES

Semester 2, 2018

Unit Outline

Dr Louise Grimmer
**CONTACT DETAILS**

**Unit coordinator**

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Dr Louise Grimmer</th>
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<tbody>
<tr>
<td>Campus:</td>
<td>Sandy Bay</td>
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<td>Email:</td>
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<td>Room 314, Centenary Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By Appointment</td>
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NOTICE

This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. You must read the Essential Information resource as it is considered part of this Unit Outline.

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 the 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 your knowledge of the retail environment, retailing concepts and theories, and retailing and sales strategies. The unit will equip you with a working knowledge of how to integrate techniques and strategies so as to maximise the effectiveness of retailing 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.
**Assessment details**

**Assessment task 1**

**Task description**

**Online Quiz (10 marks):** This is an individual assessment.

Starting from Week 2, you will complete an online quiz during the in-class tutorial. The online quiz will be available through MyLO and 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 15 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 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.

**Class Participation (10 marks):**
All students will actively participate in class discussions. Class participation will be assessed by your ability to analyse and discuss the weekly case study and contribute to general class discussions, applying relevant retailing and sales theories. Each tutorial participation (Weeks 2 to 11) is worth a total of one (1) mark, making a total of 10 marks over the semester. The overall mark for this part of the assessment will be provided at the end of semester when all tutorials are completed.

Distance students are expected to engage with their team members and participate in online discussions about the weekly case studies and the ‘In the News’ topic. In order to be assessed for a participation mark distance students will post discussion notes each week via their team folder on MyLO. Information about online participation will be available on MyLO in Week 1.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
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<tbody>
<tr>
<td>Criterion 1</td>
<td>Identify retailing and sales activities</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain retailing and sales theories and practices using real-world retailing cases</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Compare and contrast retailing and sales strategies across retailers</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Develop strategies and make recommendations regarding retailing and sales issues</td>
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<tr>
<td>Criterion 5</td>
<td>Participate in oral discussions and presentations by applying theory and concepts to specific tasks</td>
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<tr>
<td>Criterion 6</td>
<td>Perform as a member of a project team</td>
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**Task length**
10 online quizzes consisting of 10 questions each, up to fifteen minutes to complete each quiz with one attempt permitted. In-class/MyLO discussions each week.

**Due by date**
Each week, from Weeks 2 to 11 (inclusive)
Assessment task 2

<table>
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<td>Identify retailing and sales activities</td>
</tr>
<tr>
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<td>Explain retailing and sales theories and practices using real-world retailing cases</td>
</tr>
<tr>
<td><strong>Criterion 3</strong></td>
<td>Conduct independent research on the application of contemporary retailing and sales theories and practices</td>
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<td><strong>Criterion 4</strong></td>
<td>Develop strategies and make recommendations regarding retailing and sales issues</td>
</tr>
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<td><strong>Criterion 5</strong></td>
<td>Write clearly using the language of retailing and sales</td>
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**Task length**
1,500 words (excluding references)

**Due by date**
Week 5 – 5.00pm, Friday 17 August 2018

Assessment task 3

**Task description**
- Team Agreement
- Team Report
- Team Presentation

This is a team assessment.

In Week 3 students will form teams (5 students per team). All students are required to sign up to a Team on MyLO.

In Week 6 each team is required to submit their Team Agreement via MyLO. More information about this document will be available on MyLO.

In Week 10 students are required to submit a team report on their selected retailer. The report will describe and evaluate the retailer's various operational strategies and discuss how these strategies are specifically designed to meet the needs of the
retailer’s target market.

An information sheet and marking rubric for this task will be provided on MyLO.

In Weeks 12 and 13, and based on their team report, each team of attending students is required to present a poster (triptych style) and answer questions about their chosen retailer (all team members must attend both tutorial sessions in Weeks 12 and 13).

In Week 12, and based on their team report, each team of distance students is required to provide a short video consisting of a PowerPoint presentation (12 slides maximum) with accompanying voice over (maximum 10 minutes).

An information sheet and marking rubric for this task will be made available on MyLO.

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<td>Criterion 6</td>
<td>Participate in oral discussions and presentations by applying theory and concepts to specific tasks</td>
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<td>Criterion 7</td>
<td>Write clearly using the language of retailing and sales</td>
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<tr>
<td>Criterion 8</td>
<td>Perform as a member of a project team</td>
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**Task length**

- Team Agreement Form: 1,000 words maximum (10 marks)
- Team Report: 2,500 words maximum (excluding references) (30 marks)
- Team Presentation (20 marks):
  - Attending students: Poster Presentation with ALL team members attending to answer questions
  - Distance Students: 12 PowerPoint Slides and 10 Minute Video
WHAT LEARNING OPPORTUNITIES ARE THERE?

**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*
You 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
American Marketing Association: www.marketingpower.com
Australian Marketing Institute: www.ami.org.au
Australian Retailers Association: www.retail.org.au
The Conversation: www.theconversation.com
Inside Retail: insideretail.com.au
E-Marketer: www.emarketer.com
Australian Bureau of Statistics: www.abs.gov.au
Forrester Research: www.forrester.com
Gartner Group: www.gartner.com
O'Reilly: www.oreilly.com
Activities

Details of teaching arrangements

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 Multiple Choice Quiz (see Unit Schedule).

**Attending students** are expected to attend the weekly two-hour lecture (each week for eleven weeks) and the weekly one-hour tutorial (each week for twelve weeks) which equates to three (3) contact hours weekly. Lectures commence in Week 1 and Tutorials commence in Week 2. You will be able to self-enrol for a tutorial timeslot electronically through MyLO in Week 1. Attending students who have not enrolled in a Tutorial by this time will be allocated to a timeslot by the Unit Coordinator, and informed of the allocated class via University email.

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 tutorials so that you can complete the weekly multiple choice quizzes, take part in class discussions and get to know your team members (teams will be formed in Week 3).

Please note in Weeks 12 and 13 all attending students are required to present (Assignment 3) during the tutorial time (the tutorials in Weeks 12 and 13 will be two hours sessions for ALL attending students). There will be no lectures in Weeks 12 and 13.

**Distance students** will have access via MyLO to the weekly recorded Lectures (Weeks 1 to 11) within 24 hours of on-campus lectures being presented. You will also have access weekly to a recorded tutorial podcast (Weeks 2 to 10) for distance students which will be posted within 24 hours of the on-campus tutorials being presented.

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 in Week 3 via MyLO. Those students who have not
joined a team by the end of Week 3 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, tutorial 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 online quiz in Weeks 2 and 3
2. Signing up for a team in Week 3 via MyLO

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.

### Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>LECTURE</th>
<th>TUTORIAL ACTIVITIES</th>
<th>ASSESSMENT DUE DATES</th>
</tr>
</thead>
</table>
| 1    | 16 July        | CHAPTER 1: Introduction to the World of Retailing  
CHAPTER 2: Types of Retailers | No Tutorial | Assessment 1  
Online Quiz  
Value: 1 mark  
Class Participation  
Value: 1 mark |
| 2    | 23 July        | CHAPTER 3: Multi-channel Retailing  
CHAPTER 4: Customer Buying Behaviour | Online Quiz  
(Based on Chapters 1 and 2)  
Ice-Breaker Activities | |
| 3    | 30 July        | CHAPTER 5: Retail Market Strategy  
CHAPTER 7: Retail Locations | Online Quiz  
(Based on Chapters 3 and 4)  
Case 4 ‘Build-A-Bear’ for Class Discussion  
In the News - Unit Coordinator’s topic of the week for discussion  
Form Teams (5 students per team) and sign up via MyLO | Assessment 1  
Online Quiz  
Value: 1 mark  
Class Participation  
Value: 1 mark |
| 4    | 6 August       | CHAPTER 10: Customer Relationship Management | Online Quiz  
(Based on Chapters 5 and 7) | Assessment 1  
Online Quiz |
| Week | Date   | Chapters and Topics                                                                 | Case Discussion                                                                                     | Assessment 1                                                                                     | Assessment 2                                                                                     | Assessment 3                                                                                     |
|------|--------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 5    | 13 August | CHAPTER 9: Information Systems and Supply Chain Management | Case 16 ‘Choosing a Store Location for a Boutique’ for Class Discussion In the News - Unit Coordinator’s topic of the week for discussion |                                                                                                  |                                                                                                  | Assessment 2 Essay Due: 5.00pm, 17 August 2018 Value: 20 marks                                  |
| 6    | 20 August | CHAPTER 11: Managing the Merchandise Planning Process CHAPTER 12: Buying Merchandise | Online Quiz (Based on Chapter 9) Case 13 ‘Starbucks Expansion into China’ for Class Discussion In the News - Unit Coordinator’s topic of the week for discussion Discuss Team Agreement | Assessment 1 Online Quiz Value: 1 mark Class Participation Value: 1 mark                          | Assessment 3 Team Agreement Due: 5.00pm, Friday 24 August 2018 Value: 10 marks                   |
| 7    | 27 August | CHAPTER 13: Retail Pricing                                                          | Online Quiz (Based on Chapters 11 and 12) Case 26 ‘American Furniture Warehouse Sources Globally’ for class discussion In the News - Unit Coordinator’s topic of the week for discussion | Assessment 1 Online Quiz Value: 1 mark Class Participation Value: 1 mark                          |                                                                                                  |                                                                                                  |

Mid-semester break (Monday 3 September – Friday 7 September inclusive )
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Schedule</th>
<th>Notes</th>
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| 9    | 17 September | CHAPTER 15: Human Resources and Managing the Store | Online Quiz (Based on Chapter 14)  
Case 30 ‘Target Marketing with Google AdWords’ for class discussion  
In the News - Unit Coordinator’s topic of the week for discussion |
|      |            |                | Assessment 1 Online Quiz  
Value: 1 mark  
Class Participation  
Value: 1 mark |
| 10   | 24 September | CHAPTER 16: Store Layout, Design and Visual Merchandising | Online Quiz (Based on Chapter 15)  
Case 20 ‘Attracting Generation Y to a Retail Career’ for class discussion  
In the News - Unit Coordinator’s topic of the week for discussion |
|      |            |                | Assessment 1 Online Quiz  
Value: 1 mark  
Class Participation  
Value: 1 mark  
Assessment 3 Team Report  
Due: 5.00pm, Friday 28 September 2018  
Value: 30 marks |
| 11   | 1 October  | CHAPTER 17: Customer Service | Online Quiz (Based on Chapter 16)  
Case 35 ‘A Musical Quandary in an Italian Restaurant’ for class discussion  
In the News - Unit Coordinator’s topic of the week for discussion |
|      |            |                | Assessment 1 Online Quiz  
Value: 1 mark  
Class Participation  
Value: 1 mark |
| 12   | 8 October  | No Lecture     | Presentations                                                         |
|      |            |                | Assessment 3 Team Presentation  
Due date for Distance Students: 5.00pm, Friday 12 October 2018  
Due date for Attending Students: During BOTH Tutorials in Weeks 12 and 13  
Value: 20 marks |
| 13   | 15 October | No Lecture     | Presentations                                                         |

Examination Period: Saturday 27 October to Tuesday 13 November (inclusive)
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.