Outline

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1. INFORMATION ABOUT THE INSTRUCTOR

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Assistant Professor of Marketing  
University of Alicante (Spain)

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Business Faculty (Next to the library of economics, ground floor).  
University of Alicante  
E-03080- San Vicente del Raspeig. (Alicante, Spain)

2. COURSE DESCRIPTION,

“Retail Marketing” is a core module designed to build on the student’s knowledge of merchandising in the marketing field. Retail Marketing Managers need to be able to communicate effectively with customers and potential customers to succeed with their stores. Effective merchandising should result in improved store performance.

This course examines the importance of the atmospherics and visual merchandising and describes how a retail store image is conveyed to consumers. These concepts are combined with the customer service with the objectives of communicating with the consumer in the point of sale and to gain competitive advantage. Greater awareness of the process and the ability to evaluate those processes would benefit students entering the public or the private sector.

3. JUSTIFICATION
The general importance of this course will allow the student to understand and allow for the formulation of long-term strategic initiatives for a retail company.

### 4. OBJECTIVES & CONTENT

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>Communication Methods &amp; Retail Image</td>
<td>This part reviews the communication methods and retail image</td>
</tr>
<tr>
<td><strong>Part 1</strong> Design of a store: Store Atmospherics. Store Location. Store Front elements</td>
<td></td>
</tr>
<tr>
<td><strong>Part 2</strong> Atmospherics. Store General Interior I Floor, colours, lighting, scents, sounds, fixtures, wall textures, temperature, width of aisles,</td>
<td></td>
</tr>
<tr>
<td><strong>Part 3</strong> Atmospherics. Store General Interior II Safety and security, price level and display, technology and modernization, personnel, self-service, cleanliness</td>
<td>This part answers the following questions:</td>
</tr>
<tr>
<td><strong>Part 4</strong> Atmospherics. Store Layout Allocation of floor space for selling, merchandise, personnel and customers, traffic flow, department locations</td>
<td>- What are the critical issues in designing a store?</td>
</tr>
<tr>
<td><strong>Part 5</strong> Atmospherics. Store Interior displays Interior display, merchandise presentation, visual Merchandise, assortment, category management</td>
<td>- What are the alternative methods of store layout?</td>
</tr>
</tbody>
</table>

Outline
5. COMPETENCIES

This course will allow students to demonstrate the skills needed for a successful career in Retail Marketing in an local and in an international context. At the same time, they will develop personal managerial competencies through effective communication, teamwork and strategic analysis, and critically analyze the retail environments (local and international) to produce effective, customer-focused marketing plans and solutions for a range of organizations.

6. LEARNING METHODS

a. Lectures will be used to provide the conceptual framework.

b. Emphasis will be given to student centred activities during the class, theoretical and practical sessions. This is why Attendance and Class Participation are very important to your success in this class.

c. Group work will include a group presentation in class and a report, as well as case study analysis. The students will be organized in mixed groups of students. I prefer to have teams formed by the students coming from different nationalities and/or cultures to expose the different facets and perceptions. Office and class hours will be used to supervise the project.

A term paper will be utilized to enable students to grasp and develop the skills required for retail marketing decisions. Students will be required to prepare a written report. Students are also required to fully participate in classroom discussion.

Students will prepare a WRITTEN and ORAL presentation of a term paper. The written report should be typed and 1.5 spaced.
The report should reflect careful analysis, logical synthesis, and attention to every element of the assignment. Each presentation should take no more than 15-20 minutes.

Every student will be assigned to a team, the number of members will depend on the number of students in class. Each team will be responsible for a team project, and a class presentation.

d. **Extra activities**: DVD and, when possible, visiting stores will supplement the student activities, to ensure that a thorough knowledge and appreciation of current issues in “store merchandising” is gained. At least one visit to a store indicated by the instructor is mandatory.

e. **Mini-cases** will be submitted by students and auxiliary **readings** are assigned on a regular basis.

**Learning Structure**: Retail Marketing is a global course with students that presumably have already taken principles of marketing courses; therefore we will concentrate our learning process on higher reaches of Bloom’s learning taxonomy namely; application, analysis, synthesis and evaluation.

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**Evaluation**

This is making reasoned judgments about the value of ideas or materials

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1 Taken from Western Michigan University’s faculty resource web site: http://www.wmich.edu/oit/
**Synthesis** This is combining elements into a pattern or sequence not clearly there before.

**Analysis** This can be seen as breaking something down into component parts so that a greater understanding may be achieved.

**Application** This is using understanding in a new or different context.

**Understanding or comprehension** - This is demonstrating a greater understanding of a problem by, for example, interpreting results or explaining a problem in one's own words

**Knowledge** This can be demonstrated by recalling facts or producing solely factual answers

### 7. USE OF HIGH-TECH TOOL IN LECTURES

PowerPoint, Videos

### 8. ASSESSMENT

**a. ASSESSMENT CRITERIA**

| Assignment 1: Attendance & Participation in class (individual); individual & group cases and journal articles, | Assignment 2: Store presentation in class (in group) |
| Assignment 3: Store report (in group) |

The student will be assessed through daily participation and evaluation by written work and presentations. By the conclusion of this class the student will be able to recognize and identify key objectives and will be able to fundamentally apply what was learned based upon the information given in this course of instruction.

Students are encouraged to participate in class, interacting with the lecturer and when your classmates present. You will have many opportunities to participate: I am always open to questions, and eager to
hear from you. Questions, especially during the lectures help you, and everyone in class, learn the material much more effectively. As a group member you will have chances to participate during your and other group presentations, as well as in the practical sessions. Please, you learn by doing, by questioning, by participating.

b. WEIGHTING

<table>
<thead>
<tr>
<th>Assignment 1: Attendance</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in class; individual &amp; group cases, journal articles,</td>
<td></td>
</tr>
<tr>
<td>Assignment 2: Store presentation in class (in group)</td>
<td>30%</td>
</tr>
<tr>
<td>Assignment 3: Store report (in group)</td>
<td>40%</td>
</tr>
</tbody>
</table>

PLEASE NOTE
- NON-ATTENDANCE AT A STUDENT’S OWN PRESENTATION WILL RESULT IN A FAILURE OF THAT ASSIGNMENT.
- STUDENTS WHO DO NOT HAND IN THEIR REPORTS ON TIME WILL LOSE 20% OF THEIR MARK.

9. BIBLIOGRAPHY

Students will be provided with the materials for every lecture. Nevertheless, you have all this bibliography concerning this course.

INDICATIVE READING

**INDICATIVE READING**

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Publisher/Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valencia, V.</td>
<td>“Escaparatismo e imagen comercial exterior”</td>
<td>ESIC 2000</td>
</tr>
</tbody>
</table>

**The following articles from Journals are also recommended:**

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Journal/Publication Year/Pages</th>
</tr>
</thead>
</table>

Note: Other readings may be assigned at later date handed out in class.

**10. DISCLAIMER**

I reserve the right to deviate from the schedule on the topical outline based on class progress. I will, however, try to avoid any major changes in the schedule in order to prevent any confusion. If at any time you have questions about the exam schedule, date assignments are due, etc., please, contact me by email.