



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 4500 OMNI-CHANNEL RETAILING – Fall Semester 2024

Prerequisites: BUF 3500 OR BUF 3510

Credits: 3

Instructor:	Dr. Robert L. Woods
Class Meeting/Time:	Wed: 6 - 8:30 PM
Room #:	Synchronous Online Course
Office Hours:	By Appointment, and ½ hr. before and after online class.
Office Phone:	(718) 260-5773
Email:	<u>For all class-related issues</u> and questions about assignments, exams, grades or schedule clarifications, etc., speak with me directly or via my email: Rwoods@citytech.cuny.edu . When using email, please be certain to indicate your class (BUF 1101) in the Subject Area of your correspondence.

COURSE DESCRIPTION:

Provides an in-depth analysis of the nature of distribution channels and their management of customer service at each stage. Topics include e-channel behavior, channel design, selection, motivation, and control of channel members, types of retailers, retailer marketing decisions, the future of retailing, and wholesaling.

This course builds on the knowledge gained in Consumer Behavior as retailing focuses on the consumer behavior experience and services provided to bring the best experiential services to their targeted demographics. “Omni-channeling” retailing is the buzzword in the fashion industry that furthers the retailing experience to provide optimal customer service at all levels of the retail supply chain to maintain a competitive advantage.

Course Link:

<https://us04web.zoom.us/j/75319546839?pwd=Wof3O8LqwXaSAj7rhOH1cJFisxVV0h.1>

Please note that when enrolled in this ZOOM and online course, you must be visually present throughout its duration. Emojis or your Name Tag on screen are frowned upon and not considered as your being present in this course when the instructor is teaching. 10% of your grade is dependent on active participation in this course. You will NOT be called upon to participate if you are not visually visible throughout class time. Hence, your participation grade is in jeopardy.

Additionally, it is not advisable to tune in to this class while traveling on the Subway or at your place of employment. You have registered for this course, and you are expected to be available for the class.

Class Meeting Times: This is a fully online Zoom and Synchronous Learning course taught only at the above Class Meeting/Time. Anyone not visible via Zoom when the class is in session is considered not to be in attendance. *There are no on-campus activities required to complete this course.*

If you need special assistance or accommodation to complete this class, please contact the instructor immediately.

Please be mindful that the instructor of this course reserves the right to change or alter study units, assignments, examination content, and/or dates to this Course Syllabus if deemed necessary. Students will receive an advanced warning(s) if such alterations are required.

If you miss an important exam or assignment due to an emergency, an official doctor or Professional Excuse with contact information is required. Please note this.

Synchronous Learning

Synchronous learning refers to all types of learning in which learner(s) and instructor(s) are simultaneously in the same place for learning to occur. This includes in-person classes and live online meetings during the whole class. In synchronous learning, students go through the learning path together, accompanied by their instructor, who can provide support while students complete tasks and activities. Please note the time your class meets and make every effort to log in at the start of class. Class attendance will be recorded at *any* time during the class meeting.

Brightspace:

The course also requires students to register, log in, use the link provided for this course, and use the City Tech learning management system, Brightspace. Please visit the City Tech website for instructions on registering and using Brightspace before starting the course. The instructor will not be responsible for your inability to receive messages, emails, assignments, etc., via Brightspace.

Compatible Computer and Software:

Students are also expected to have regular access to a computer or similar device with enough capacity to open and navigate the required internet/web-based interfaces, programs and word documents in this course.

Adjusting your calendar for this class:

This class has several important dates that students must be aware of to meet the requirements of this class satisfactorily. *The Schedule of Activities, objectives, and assignments are listed each week in Blackboard's Content. Assignment due dates and submission instructions are also given*

here. Each week's assignment will be posted on Sunday's so that you might better adjust your personal and study schedule around this class.

Several important dates that students should be aware of impact their ability to schedule and make informed decisions about issues like school closure days, dropping/adding classes, etc. As you adjust your personal calendars for this class, please take the time to familiarize yourself with the City Tech Academic calendar.

You can find the Academic Calendar at : http://citytech.cuny.edu/registrar/docs/fall_2021.pdf

LEARNING OUTCOMES FOR OMNI CHANNEL RETAILING:

Upon successful completion of this course, students will be able to

Outcome	Assessment
Describe the framework of retailing and the importance of developing and applying a retail strategy in conjunction with customer service at every level of the supply chain.	Class discussion, quizzes, homework & current events
Evaluate retailer relationships in regard to customer satisfaction, technology, and ethical performance.	Class discussion, quizzes, midterm examination, & Marketing Strategy Paper/Presentation
Using omnichannel principles, develop a marketing plan that addresses the customer experience for all aspects of client/customer relations.	Marketing Strategy Paper/Presentation
Differentiate retail institutions by ownership, Store-based and non-store-based strategy mixes, and to delineate between other forms of nontraditional retailing.	Class discussion, quizzes, homework, current Event projects, & midterm examination

GENERAL EDUCATION LEARNING OUTCOMES

Outcome	Assessment
Develop and articulate life-long inquiry-based learning in the major	Class discussion, class demeanor, reading the newspaper for current events, Marketing Strategy Project & Presentation
Apply critical thinking skills that move freely between core business principles and industry-specific objectives.	Class discussion, current events, course assignments & Marketing Strategy Project
Gather, interpret, evaluate, and apply information discerning from various sources.	Class discussion, Marketing Strategy Project & Presentation

Develop student's business acumen in merchandising and general management principles and prepare them to be successful in any organization

Class discussion, Preparation and research for Marketing Strategy Paper & Presentation

Required Textbook:

Please Note the link below to be directed to City Tech bookstore details about the course textbook:

<https://citytech.textbookx.com/institutional/index.php?action=browse#books/4593853/>

BUF 4500 OL83 - Omni-Channel Retailing



Fashion Retailing : A Multi-Channel Approach

Paperback (3 Edition)
9781609019006

Fashion Snoops is a consumer insight and trend forecasting company dedicated to empowering users with on-trend forecasts and strategic guidance. This online site is available to fashion programs and is a leading source for research related to class assignments. Fashion Snoops will be used for assignments and research in this class.

ASSESSMENT AND GRADING:

This course combines lectures, in-depth classroom discussions, videotapes, the Internet, homework assignments, and in-class reporting on various accessories, home furnishings, and cosmetics topics.

Grading and add/drop policies are based on university policies. Students need to submit assignments *on or before the due date*. *Electronic submission is allowed*.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. A student's score is converted into a percentage, and a grade will be assigned using the scale listed below.

ASSESSMENT AND GRADING:

Grading and add/drop policies are following university policies. Students need to submit assignments *on or before the due date*. NO LATE ASSIGNMENTS ARE ACCEPTED IN THIS CLASS. ADDITIONALLY, THERE ARE NO MAKE-UP EXAMS OR QUIZZES IN THIS COURSE. You will know ahead of time when your exam will be given. Hence, it would help if you cleared your work and/or personal schedules to take these exams or quizzes. Exams will be offered online and within a set period. After all students have submitted their quizzes/exams via Brightspace, your instructor will review the exam in a follow-up class. Instructions on how to take the exams/quizzes are provided to you before starting. The University warns students against getting locked out of exams... this generally happens when a student attempts to “backtrack” to a previous question on the exam. Reopening them is a problem instructors are warned to avoid.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 700. A student’s score is converted into a percentage and grade will be assigned using the scale listed below.

Grading Criteria

Class Participation	10 pts
Assignments 1&2, 25pt. @	50 pts
Midterm Exam	100 pts
Final Exam	100 pts
Final Project	100 pts
Final Power Pt. Presentation	90 pts

450 PTS

TOTAL

Grade Scale

A	=	425 – 450
A-	=	410 – 424
B+	=	380 – 399
B	=	370 – 379
B-	=	360 – 369
C+	=	355 - 359
C	=	390 – 354
D	=	300 – 389
F	=	200 – 299

COURSE POLICIES AND PROCEDURES:

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You must participate in all large and small group activities, exercises, and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. Coming to class is NOT participation.

Participation involves:

- **Active Learning.** Take notes, ask questions, and take responsibility for your learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

ELECTRONIC DEVICES:

Accordingly, this class will adhere to the following "Digital Device Policy" prohibiting the use of such devices during all in-class meetings:

- Many people in our society have not yet learned professional, considerate behavior regarding electronic devices.
- Turn off all cellular telephones, beepers, wristwatch alarms, etc., before you enter class.
- If your electronic device audibly activates during class, you will be deducted 5 points from your final grade.
- If you are expecting a life and death announcement from an immediate family member— brother/sister/parent/spouse/child — please notify me before class of that situation.

GUIDELINES FOR WRITTEN ASSIGNMENTS:

All papers **MUST** be typed in APA writing style. A page is the equivalent of a 2.0 line-spaced 8.5 x 11-inch paper with one-inch margins using 12-point type in black ink in Times New Roman font. Follow the page length guidelines for each assignment and number each page. All work **MUST** contain the student's name(s), the course name and number, the date the assignment is *submitted*, and the name of the assignment. Please plan accordingly for all your assignment due dates.

Effective writing helps clarify ideas and communicate them to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English appropriate to the business community.

Papers will be graded on the following criteria:

- **Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).**

- **Demonstrate original, logical, strategic thinking, including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.**
- **Quality of research (depth, breadth, appropriateness) and proper acknowledgment of references, including complete citations using APA style in-text notes, when appropriate.**
- **Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.**

Class Format:

This is a fully online classroom course supported by Brightspace, an online course management system. The course includes individual problem-solving and/or participation/discussions, quizzes, a written research report, and two complete examinations. The course uses the Brightspace Learning Management platform to make information available and communicate and as a means for you to benefit from peer-to-peer learning. All complete exams must be taken online. Quizzes may be administered via Brightspace. *If you need special arrangements to take this course, please get in touch with me immediately.*

Additionally, the Brightspace site contains the following resources:

- a) Course Information (Syllabus, Announcements etc.,)**
- b) PowerPoint slides**
- c) Instructor Chapter Notes**
- d) Select solutions for problems and exercises**
- e) Peer-peer Student Based Discussion Board**
- f) Occasional articles and industry-referenced websites.**

TIME COMMITMENT: Please plan to devote a certain amount of time each week to completing your assignments, reading the textbook and using the supplemental material occasionally posted on Blackboard. Do not wait until the night before assignments are due to get started. A steady, measured commitment throughout the week will enhance the course experience for everyone and better ensure that you are doing well. If you have questions or concerns, please email me or make an appointment to see me. Depending on your study habits and prior learning, you should expect to spend 4-5 hours a week on this course outside the classroom.

Course Requirements:

You must keep up with the course. Each week, we will cover a large quantity of interrelated material, some of which may or may not be included in exams. If you fall behind with the assigned readings and homework, it will be challenging to catch up. The best way to learn the concepts of this course is to complete the readings and homework assignments. These assignments will be the basis for in-the-classroom discussion,

participation, assignments, exams, and quizzes. In Zoom, participation will be monitored in quality, not quantity. You must also complete some tasks and projects as part of a team.

You should have access to a compatible computer and software capable of receiving and opening course-related documents and programs. Google Chrome and Firefox work well with the learning platform. If you do not have sufficient at-home computer technology, the on-campus computer labs are available for your use.

Disabled Students: If you are eligible please get in touch with me or student services for an eligibility determination and necessary accommodations.

Conflict Resolution: It's rare that a single course design or instructional style will always meet the needs of all students. If you feel a need to discuss issues you have in or with the class, please exercise professional respect and speak with me first to see if we can negotiate a resolution. Please refrain at all costs from discussing personal issues, including grades, on the discussion boards and through "to all" emails.

. There are no make-up exams.

Note: This is a writing-intensive course using the APA format. Writing, Analysis, and Ethics assignments are assessed on clarity of thought – 20%, completeness of your analysis process and conclusion 60%, and writing abilities – 20%. **Avoid turning in simple one-phase, one-sentence answers.** Developing practical communication skills is an essential objective of this course, and these few assignments are the primary way I assess this skill development. **Plagiarized or copied answers get an automatic zero grade. Repeated violations might result in stiffer penalties.** A rubric is provided for your use in the final course project and other select writing assignments concluding this syllabus.

There are no make-up exams or quizzes. Please check your schedules now for possible conflicts (holiday travel etc...)

Mid-Term & Final Examinations:

The **Mid-term exam** is generally administered either online or in this classroom. They are timed exams with a window of usually 75 minutes. You are advised to be online on time to take exams. Exams may contain multiple-choice questions, including Word-Banks, Matching, True/False, or Essay. The chapters covered in the exams are made clear in advance. **The Final Examination will cover all materials that follow the Mid-Term Examination and will be administered online. In addition to the above exams, two quizzes and case studies may be dispersed throughout this course. One Discussion may also be given at one point during the course.** Please check the Course Announcements and Schedule for the date and time of exams.

Disciplinary & Other Issues:

Due Dates: Must be followed. Late assignments are not accepted. Please don't ask.

Group Assignments: When required, failure to work in a group will result in an automatic loss of 100% of the points for the group assignment.

Assignments: All written submissions (HW, or Case Analysis, or Ethics Reports) should Be in good, professional form, with your full name at the top of each work page submitted. APA format only.

Rules/Laws: College policies on unethical behavior, absences and other issues apply to this class. Please consult the Official Catalog of CUNY for further information.

Communication: All changes and other important announcements will be transmitted by **The instructor in the classroom or via Brightspace announcements feature. Please visit the site regularly. You should get a study buddy to Cover for you if you plan on missing classes.** The instructor will take no responsibility for updating you on missed activities or hand-outs provided during your absence.

Etiquette and Netiquette – **When communicating in the classroom and posting comments in Brightspace, you are expected always to show respect.** Think twice before printing anything you would not say and defend in person. Avoid using offensive language and give others the benefit of the doubt if you feel offended. Most of your classmates have good intentions and are here to learn. **If you have a problem or issue with the class or the instructor, please refrain from discussing the issue in the open classroom, on the discussion board,** or by using group emails. Email me, and **you and I will work to resolve** most issues. As a rule, I ignore group complaints and postings but will always respond to emails and comments individually addressed to me.

Contact me immediately if you feel someone has violated etiquette or netiquette.

Disabled Students: CUNY has a long-standing policy on reasonable accommodation for students with disabilities. If you are eligible, please contact me or student services for an eligibility determination and necessary accommodations.

Respect for all: This class is open to all who wish to learn and share ideas. The class you are a part of values the incredible diversity of people, cultures and ideas represented

We agree always to show respect for each other while in this class. Appropriate communication, language and mutual respect will be the rule. No Exception

E-PORTFOLIOS:

CUNY City Tech asks all students to build a program-long ePortfolio of the work they complete while taking classes at the College. Through *collecting, selecting, reflecting, and connecting*, students learn to judge the quality of their work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection.

EMERGENCIES

In an emergency, you may submit your assignment the following class day. For once-a-week courses, you may drop your assignment in Blackboard’s Dropbox prior to the start of the class to get full credit.

Documentation on the Professional Letterhead of the emergency will be expected. Coming late to class does not constitute an emergency.

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):

See standard policy document

SCHEDULE OF TOPICS:

SESSION	TOPIC	ASSIGNMENT / READINGS
Week 1	Introduction to Retailing	Read Chapter 2 of text
	Overview Strategic Retail Management (Chapter One)	
	<i>Marketing Value to Consumers, Firms and Society</i> <i>Marketing Strategy and Planning</i>	
Week 2	<i>Marketing Strategy and Planning</i>	
	Building Sustainable Relationships in Retailing (Chapter)	
	Current Events Discussion	
Week 3	Evaluating Opportunities in the Changing Market Environment Ownership and Management Alternatives	HW-Pp.82; Case 2: Stores Than Accommodate Those with Physical Limitations. (Due Wk. 4)
	Competitive Advantage/ SWOT Analysis	

	Environmental, Political, Economic Factors	
Week 4	Segmentation & Positioning	Term Paper Assigned
	Types of Retailers by Ownership (Chapter 4)	
	TERM PROJECT Discussion	
	Review for Midterm Exam	
Week 5	Fashion Librarian visit	
	Writing For Term Papers	
	MIDTERM EXAMINATION	
Week 6	Strategy Mix (Chapter 5)	
	From Selling Goods to Marketing Services	
	Product, Price, Promotion, Place	
Week 7	Consumers and their Buying Behavior (Chapter 7)	HW -Pg 154: Case 2: Will the Favorites of Today's Retailer Remain Popular? (Due Week 8)
	Variables that Influence Consumer Buying	
Week 8/9	Improving Decisions with Marketing Information (Chapter 8)	
	Primary and Secondary Research	
Week 10-12	PRESENTATIONS Begin	Term Paper Due
		Please take notes on presentations as ½ the information will be on the Final
	PRESENTATION SCHEDULE WILL BE GIVEN	
Week 13/14	REVIEW/ WRAP UP	
WEEK 15	FINAL EXAM	

BIBLIOGRAPHY:

Benbow-Pfalzgraf and Richard Martin, eds. *Contemporary Fashion*. 2nd Ed. Detroit: St. James Press, 2002.

Gigi Ekstrom, Margaret. *Fashion Marketing*. New York: McGraw Hill/Glencoe, 2006.

Goworek, Helen. *Careers in Fashion and Textiles*. Ames, IA: Blackwell Pub., 2006.

Mauro, Lucia and Kathy Siebel. *Careers for Fashion Plates & Other Trendsetters*. Blacklick, OH: McGraw Hill, 2002.

EXAMPLE TERM PROJECT:

Marketing Strategy Project:

Students will be required to complete a project that involves them “acting in a consulting capacity” for a top 100 U.S.-based retailer. Each student will select one of the top 100 U.S.-based retailers and perform an in-depth analysis of its overall retail strategy. At the conclusion of the project, students will make recommendations for how the retailer can improve, grow, and become more competitive in the industry.

The four steps to the project are:

1. **Research**—the retailer's history and background, sales and profit growth, target market, corporate mission, and key financial data from the retailer’s annual report and balance sheet. Examples of advertising and other promotional vehicles should also be included, along with a discussion of important events that have helped shape the organization.
2. **Conduct a SWOT Analysis**—identify the retailer's internal strengths and weaknesses as well as external threats and opportunities associated with the industry and its competition.
3. **Choose a Key Competitor and Predict Their Future—Compare** the retailer with an important key competitor. Note important differences and similarities in strategy.
4. **Recommendations for Making Your Retailer Bigger and Better** – differentiate between short-term, intermediate-term, and long-term strategies. Develop strategies that are both conservative and aggressive. Develop some methods that require significant investments, as well as those that require fewer funds.

At least five articles should be used for this project. The articles may come from the following resources: refereed journals, Business Week, Fortune, Forbes, Stores, and the Wall Street Journal. This eight—to ten-page project should be double-spaced, 12-point Times New Roman, using APA format for documentation.

The written portion of the paper includes pictures and/or samples of the merchandise. The APA format for documentation should be carefully followed. A ten—to fifteen-minute oral presentation will also be required.

NOTE: All Written Assignments are Subject to the Following Rubric:

Ethics Assignment – Rubric				
Criteria	Ratings			Points
Prepare attractive and professionally written document in word or pdf	Very well formed writing and paragraphs. References used and cited	Average formed writing and paragraphs. References are not well used and cited correctly.	Some ill-formed phrases and awkward paragraphs. Two or more	

	correctly into document. Required elements observed i.e., page or word count and, strong executive summary or opinion. (5-pts)	Missing one element like word or page count and, lacks a strong executive summary or opinion. (4-pts)	required elements missed. (2-pts)	
Effectively address problems and issues presented	Answers or addresses the issue/questions and includes other interesting references/support/facts. (5-pts)	Answers or addresses all issues/questions and includes no other interesting references/support/facts. (4-pts)	Fails to answer or address the issue/questions in the assignment (2-pts)	
Uses and cites the required number of resources (or more to support the writer's position	Uses and cites the required references (5-pts)	Uses and cites references but fails to use the required number (4-pts)	Fails to use and cite any references (2-pts)	
Formulates and expresses conclusions, opinions and recommendations based on research and further readings	Presents a logical explanation for conclusions and addresses all of the questions and issues in the assignment. (5-pts)	Presents an illogical explanation for findings and addresses few questions and issues in the assignment. (4-pts)	Presents an illogical explanation for and does not adequately address any of the questions and issues suggested in the assignment. (2-pts)	
Uses appropriate grammar & spelling when	Paper follows the conventions of	Paper follows the conventions of English grammar,	Paper does not follow the conventions	

generating written report	English grammar, spelling, and usage. (5-pts)	spelling, and usage with almost no errors. (4-pts)	of English grammar, spelling, and usage with several errors. (2-pts)	
TOTAL POINTS				25 Max

Thank you,
Dr. Robert L. Woods