



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

BUF 4500 OMNI-CHANNEL RETAILING

Prerequisites: BUF 3500 OR BUF 3510

Credits: 3

INSTRUCTOR:

Faculty Office:

Office Hours:

Office Phone:

E-mail:

Meeting Date/ Time:

Room:

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 knowledge gained in Consumer Behavior as retailing is focused on the consumer behavior experience and services provided to bring the best experiential services to their respective targeted demographics. “Omni-channeling” retailing is the buzz word 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.

LEARNING OUTCOMES:

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 regards to customer satisfaction, technology, and ethical performance.	Class discussion, quizzes, midterm examination, & Marketing Strategy Paper/Presentation
Using omni-channel 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,	Class discussion, quizzes, homework, current

store-based and non-store-based strategy mixes, and to delineate between other forms of nontraditional retailing.	event projects, & midterm examination
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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 discerningly from a variety of 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

RECOMMENDED TEXTBOOK:

Berman, B. Evans, J. *Retail Management A Strategic Approach* (12th Edition). Prentice Hall, 2012.
 Levy, M and Weitz, B. *Retailing Management 7th edition*, McGraw-Hill/Irwin, 2008

ASSESSMENT AND GRADING:

This course uses a combination of 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 in accordance with 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 grade will be assigned using the scale listed below.

GRADING:

Participation	10% of final grade
Midterm Exam	100 points
Term Paper on Retail Company	200 points
Current Events	150 points
Quiz/Homework (5)	100 points (20 points each)
Presentation	100 points
Final Exam	100 points
TOTAL	750 points

PROCESS FOR EVALUATION:

A	=	93 – 100%
A-	=	90 – 92.9%
B+	=	87 – 89.9%
B	=	83 – 86.9%
B-	=	80 – 82.9%
C+	=	77 – 79.9%
C	=	70 – 76.9%
D	=	60 – 69.9%
F	=	59.9% and below

COURSE POLICIES AND PROCEDURES:

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to 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. Participation is 10% of your final grade. Coming to class is NOT participation.

Participation involves:

- Active Learning. Taking notes, asking questions and taking responsibility for your own 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, wrist watch 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. 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 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 those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is 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).
- Demonstration of 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 acknowledgement 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.

E-PORTFOLIOS:

CUNY City Tech asks all students to participate in building a program-long ePortfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect*, students learn to judge the quality of their own 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 a case of an emergency, you may submit your assignment the following class day. For once a week courses you may e-mail your assignment to me prior the start of the class to get full credit. Documentation on 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	
	Overview Strategic Retail Management	
	<i>Marketing Value to Consumers, Firms and Society</i>	
Week 2	<i>Marketing Strategy and Planning</i>	
	Building Sustainable Relationships in Retailing	
	Current Events Discussion	
Week 3	Evaluating Opportunities in the Changing Market Environment	
	Competitive Advantage/ SWOT Analysis	
	Environmental, Political, Economic Factors	
Week 4	Segmentation & Positioning	Term Paper Assigned
	Types of Retailers by Ownership	
	TERM PROJECT Discussion	

	Review for Midterm Exam	
Week 5	Fashion Librarian visit	
	Writing For Term Papers	
	MIDTERM EXAMINATION	
Week 6	Strategy Mix	
	From Selling Goods to Marketing Services	
	Product, Price, Promotion, Place	
Week 7	Consumers and their Buying Behavior	
	Variables that Influence Consumer Buying	
Week 8/9	Improving Decisions with Marketing Information	
	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 which 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 be improve, grow, and become more competitive in the industry.

The four steps to the project are:

1. **Research** – history and background of the retailer, sales and profit growth, corporate mission, and key financial data from the retailer’s annual report and balance sheet. Example 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 internal strengths and weaknesses of the retailer 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 strategies 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 *Wall Street Journal*. Using APA format for documentation, this eight to ten page project should be double spaced, 12 point font Times New Roman.

Pictures and/or samples of the merchandise are in addition to the written portion of the paper. APA format for documentation should be carefully followed. Ten-fifteen-minute oral presentation will also be required.