



**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: Dr. Robert L. Woods

Class Meeting/Time: Wed: 6 - 8:30 PM

Room #:

Office Hours: By Appointment – or shortly before class on Wednesdays

Office Phone: (718) 260-5773

Email: For all class related issues 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 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 FOR OMNI CHANNEL RETAILING:

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

Outcome	Assessment
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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, 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 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, Chatterjee. *Retail Management A Strategic Approach* (13th Edition).
 Publisher: Pearson, Copyright: 2018, ISBN#: 13:978-0-13-379684-1.

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 – 82.9%
B-	=	80 – 77.9%
C+	=	77 – 74.9%
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.

Class Format:

This is a fully in-the-physical classroom course supported by Blackboard, an online course management system. The course includes individual problem solving and/or participation/discussions; quizzes, a written research report, and two-full examinations. The course uses the Blackboard Learning Management platform for making information available, communicating, and as a means for you to benefit from peer-to-

peer learning. All full exams must be physically taken in class. Quizzes may be administered via Blackboard. *If you need special arrangements in order to successfully take this course please contact me immediately.*

Additionally, the Blackboard site contains the following resources:

- a) Course Information (Syllabus, Announcements etc.,)
- b) Power-point 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 during 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 assure you of doing well. If you have questions or concerns, please email me, or make an appointment to see me. You should expect to spend from 4-5 hours a week on this course outside the classroom: depending on your study habits and prior learning.

Course Requirements:

It is essential that you keep up with the course. Each week we will cover a large quantity of material which is interrelated... some of which may, or may not, be included on exams. If you fall behind with the assigned readings, and homework, it will be very difficult 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 the classroom participation will be monitored in terms of quality, not quantity. You are also required to complete some assignments 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. The on-campus computer labs are available for your use if you do not have sufficient at-home computer technology.

Disabled Students: *If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.*

Conflict Resolution: It's rare that a single course design or an instructional style will meet the needs of all the students all the time. 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 cost from discussing personal issues, including grades on the discussion boards and through "to all" emails.

There are no make-up exams

Note: Writing and Analysis and Ethics assignments are assessed on clarity of thought – 20%, completeness of your analysis process and conclusion 60% and on writing abilities – 20%.

Avoid turning in simple one phrase, one sentence answers. Developing effective communication skills is an important objective of this course and these few assignments are the primary way that I have to 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 doing 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 in class on time for the taking of exams. Exams may contain Multiple Choice Questions, and perhaps Word-Banks, Matching, True/False Questions or Essay questions. 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 in the classroom. In addition to the above exams, a total of three quizzes and two case studies are given and dispersed throughout the duration of this course. Additionally, one Discussion and/or assignment will be given at one point during the course.** Please check the Course Schedule for the date and time of exams.

Disciplinary & Other Issues:

Due Dates: Must be followed. Late assignments are not accepted.

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 submission (HW, or Case Analysis, or Ethics Reports) should Be in good, professional form with your full name appearing at the top of each page of work submitted.

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 Blackboard 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 Blackboard you are expected to show respect at all times.** Think twice before putting in print anything you would not say and defend in person. Avoid using offensive or attack language and give others the benefit of 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. Simple send me an email 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 wonderful diversity of people, culture and ideas represented

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

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 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>	Quiz One: Chapter One
	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	Quiz Two: Chapter Three
	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	Quiz Three: Chapter Eight
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, target market, 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.

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 correctly into document. Required elements observed i.e., page or word count and, strong executive summary or	Average formed writing and paragraphs. References are not well used and cited correctly. Missing one element like word or page count and, lacks a strong executive summary or opinion. (4-pts)	Some ill-formed phrases and awkward paragraphs. Two or more required elements missed. (2-pts)	

	opinion. (5-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 generating written report	Paper follows the conventions of English grammar, spelling, and usage. (5-pts)	Paper follows the conventions of English grammar, spelling, and usage with almost no errors. (4-pts)	Paper does not follow the conventions of English grammar, spelling, and usage with several errors. (2-pts)	
TOTAL POINTS				25 Max

Thank you,

Dr. Robert L. Woods