Special Topics in Marketing Fall 2013 167-4: Retailing

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Tu/Th 4:10 – 5:30 a.m.  3-units
There will be a Final Exam for this course, as scheduled during Exam Week, Group 20

Pre-req’s: You may take this course without any pre-reqs, but you must have Upper Division standing (60 units already completed).

Many major retailers recruit Cal graduates and this is an exciting area where Marketing strategy meets the real world.

This elective course in Marketing will explore the application of management principles to the retail channel of distribution. Following the structure of “Analysis, Planning, Implementation & Control” the topics covered will be:

- Developing a retail strategy
- Strategy differences in fashion, grocery and general merchandise
- Store location and demographics
- The buying function and inventory management
- Merchandising: Product line assortment and display
- Internet retailing strategy
- Pricing and markdowns; financial analysis of profitability
- Communicating the offering: Store promotion and driving traffic

The instructional methodology will be lectures (about half the course) supplemented with case work and some homework exercises on financial analysis and practical store-visit assessments. We will invite professionals from prominent local retailers as in-class speakers.

Textbook: Retail Management a Strategic Approach 12/e, Berman, B & Evans, J R, Pearson.