HAAS SCHOOL OF BUSINESS
UNDERGRADUATE PROGRAM

Special Topics in Marketing Spring 2013 167-1: Retailing

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Tu/Th 8:10 – 9:30 a.m.  3-units
There will be a Final Exam for this course, as scheduled during Exam Week

Pre-reg’s: Completion of ugba-106 Marketing, or ugba-10 Principles of Business and familiarity with Excel. If you do not have either of these completed you should seek the consent of the Instructor to register.

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
- Demographic analysis and retail site selection
- Merchandising: Product line assortment and display
- Internet retailing: Pure play and “bricks & clicks”
- 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 11/e, Berman, B & Evans, J R, Pearson. Note the current edition is 12/e which is acceptable, but 11/e is broadly the same and there will be more 11th edition used books available.