

# **AMD 275: Retail Merchandising**

Fall 2019

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- please email or talk to instructor to schedule a time.

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## **Course Days, Times, Location**

Tuesdays & Thursdays, 2:10-3:30 pm  
Sukup 0022

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## **Course Description**

(3-0) Cr. 3. F. S. *Prereq: 3 credits in Math are recommended.*

Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of apparel- and hospitality-related products, services, and experiences. Industry and market research, planning of new offerings, and development of promotional and competitive strategies for various retail formats.

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## **Class Fees**

Each student enrolled in AMD 275 will be charged a \$40 course fee for a mandatory field trip to the Von Maur corporate offices in Davenport, Iowa.

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## Required for Class

1. **Text:** Levy, M., Weitz, B.A. & Grewal, D. (2019). *Retailing management* (10th Ed.). New York: McGraw-Hill Education. Note, the instructor does **not** use the Connect feature for this class. Lectures, exams, and quizzes are based on this book.
2. **MS Office Suite software.** You can get the MS office suite for free from ITS at <https://www.it.iastate.edu/services/software-students#office> The MS office suite includes Word, Powerpoint, and Excel, which are the industry standards. You can get it for both PCs and Macs.

## Recommended

3. **National Retail Federation (NRF).** You should become familiar with this group and its website. One of the goals of this class is to acquaint you with what is happening in the industry that you are interested in working in, and the NRF is an excellent resource for that. I suggest you sign up for their emails that highlight some of the current news about retailing. URL: <https://nrf.com/connect/newsletters> - scroll down to see the newsletters they produce.
4. **Business of Fashion (BOF) website.** You can sign up for a membership at this site for free here: <https://www.businessoffashion.com/memberships/student/details>. BOF aggregates news about the fashion industry and is another excellent resource.
5. **WGSN.** Research fashion trends and designers for projects on the fashion forecasting site WGSN. Access the website from <http://www.wgsn.com/accounts/edu/> on computers in 106, 108, 113, and 307 MacKay. Your username is your ISU email address and the system will generate a password (which you can change at any time). From there you may go to the site from anywhere and enter your login credentials. **WGSN is one site you can use for trend forecasting for your team project.**

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## Course Objectives and Student Learning Outcomes

### Communication

Communicate with clear purpose, workable organization, and effective style in written, oral, visual, and electronic (WOVE) formats without distracting errors in usage or convention.

- Apply merchandising, retailing, and marketing terminology, concepts and theories in the planning, development, and presentation of product lines in the major team project and other assignments.
- Analyze merchandise assortments, services, experiential offerings, and events appropriate for retail and/or hospitality firms, and develop appropriate presentation, promotional, and competitive strategies.

### **Self-assessment/Self-reflection**

Consistently and realistically analyze and evaluate one's own knowledge, abilities, and actions in comparison to professional standards and create action plans to enhance personal and professional efficacy.

- Examine the structure and function of retail businesses and gain understanding of employment opportunities in such firms.

### **Critical Thinking**

Generate, acquire and evaluate information based on scientific evidence, creative processes, and logical and ethical reasoning to make decisions and solve problems in one's personal, professional and community endeavors.

- Understand the changing retail merchandising environment of today.
- Analyze retail merchandise assortments, and the styling, pricing, and timing of inventories from a marketing perspective.
- Analyze business and competitive strategies used by retail, apparel, and hospitality firms.
- Evaluate the impact of technology and supply chain business systems on retail, apparel, and hospitality-related firms.
- Be familiar with basic accounting processes and retailing formulas required for merchandise planning, pricing, inventory assessment and evaluation.

### **Social Justice**

Articulate and demonstrate a clear concept of a just society in which individuals and groups equitably share in societal benefits within a global community.

- Compare and contrast sustainability efforts undertaken by several large apparel firms.
- Examine customer service, personal selling techniques, and human resources strategies relevant to retail, apparel, and hospitality-related firms.

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## **Course Outline and Grading**

### ***“Blended Learning” Approach and Team-Based Learning***

**All lectures will be given online in Canvas.** Check for each week's lecture slides in the weekly Modules. Lecture materials will be posted prior to the class week. Each student is responsible for working through these lecture slides in tandem with the textbook.

The instructor will not be going over the chapters in the text point by point, but will supplement and use an integrative approach. You are responsible for all material covered in the assigned chapters, in-class lectures, and by guest speakers.

We will meet in class for extra examples, discussions, small group activities and assignments, videos, and time to work on projects.

### *In Class*

**Class Behavior.** It is expected that you present yourself in a professional manner in this course at all times as this is part of your professional development process. This includes paying attention to the instructor and classmates during class lectures, discussion, or a guest lecture—i.e., not doing other course work or talking while the instructor, a guest speaker, or team of classmates is presenting information to the class.

**Laptops, Cell Phones, iPads, and Other Technology.** Technology should be used in AMD 275 to enhance your learning of course content. **Bring your laptop to each class period.** A laptop is very beneficial for in-class learning activities and for team project work, especially because most will be submitted to Canvas at the end of class.

Texting during class time is not acceptable, nor is emailing, Facebook, or other social media for personal purposes. Cell phones should be turned off or silenced during all class sessions. Please use your technology respectfully and appropriately during this class.

### *Team-Based Learning*

Team-based learning is a collaborative approach to learning course content. Much of your work done in this class will be with your team. Most class periods will include at least one small group learning activity, such as discussion of an issue, summary of a research study, or group generation of examples for a class concept.

### *In-Class Assignments and Team Involvement*

**Team Contract and Peer Evaluations.** An essential portion of this course is in-class group work. Each student will be in a team that he or she will work with all semester. Teams will be finalized by the end of the second week of the semester. In order to maintain a collaborative learning space within your team, it is important that you come to class prepared, contribute to team work, and respect each other's viewpoints.

Once teams are established, the members will work together to create a contract. This contract will be the rules or guidelines of the team. Each member of the group should follow these agreed-upon directives in order to facilitate the best team learning experience. If group members do not abide by the team contract, consultation with the instructor will occur. Evaluations for team projects will be based on written feedback from all team members, self-evaluations, and instructor assessment of overall team performance. Failure to complete minimum expected team responsibilities may result in removal from the team project, a failing grade, or reduced points for the project.

You will work with your major project team during the designated class time to discuss and arrive at answers for the in-class assignments. Check Canvas for specific due dates. Guidelines for the write-up and submission of in-class learning activities will be posted on Canvas and

reviewed in class. You are responsible for being sure your name is on the submitted activity if you were in attendance.

**Quizzes and Exams**

**Quizzes** are taken on Canvas. Each quiz covers one or two chapters in the text for AMD 275 and is based on content of the corresponding chapter(s).

Quizzes are intended to help you to review and become familiar with basic content and concepts in the text before they are discussed in class. They are open-book and consist of multiple-choice questions. Quizzes will be worth 10 points each, with a total of 10 questions that are each worth 1 point.

Quizzes should be completed before the class period starts on the due date as indicated on the syllabus calendar.

**Exams** are also taken on Canvas during the time periods noted on the course schedule. The two exams are worth 60 points each and consist of computer-scored multiple choice and matching questions. Exams cover a range of specified chapters, content from lectures, and guest speaker information. Exam scores will be posted on Canvas.

AMD 275 Course Requirements	Points Possible
<p><b>In-Class Discussion Activities</b></p> <p>Topics include retail locations, customer relationship management scenarios, pricing, brand strategy, store visitation/critique, marketing mix inventory, and other retailing applications</p> <p>11 in-class discussion activities</p>	150
<p><b>Chapter Quizzes on Canvas</b></p> <p>12 quizzes @ 10 points each</p>	120
<p><b>Two Exams (60 pts x 2)</b></p>	120
<p><b>Team Project Part 1:</b></p> <p><b>Team Research Paper:</b> Retail, apparel, or hospitality market research paper on a selected publicly held large retail firm.</p> <p><b>Team Member Evaluation</b></p>	100  10

<p><b>Team Project Part 2:</b></p> <p><b>Written Component: Retail, Apparel, or Hospitality Firm New Line Proposal.</b> Note that Project Part 2 focuses on the same large firm researched in Part 1.</p> <p><b>Oral Component: Team Sales Presentation of New Line Proposal Including</b> summary of market research (Part 1) and recommended promotional and experiential strategies.</p> <p><b>Team Member Evaluation</b></p>	<p>100</p> <p>50</p> <p>10</p>
<p><b>Reflection Paper: Von Maur Trip</b></p>	<p>100</p>
<p><b>Guest Speaker Surveys and Feedback</b></p>	<p>50</p>
<p><b>TOTAL POSSIBLE POINTS</b></p>	<p>810</p>

### ***ISU Grading Scale***

A	100%	to 93%
A-	< 93%	to 90%
B+	< 90%	to 87%
B	< 87%	to 83%
B-	< 83%	to 80%
C+	< 80%	to 77%
C	< 77%	to 73%
C-	< 73%	to 70%
D+	< 70%	to 67%
D	< 67%	to 63%
D-	< 63%	to 60%
F	< 60%	to 0%

### ***Grading Policies***

A plus/minus grading system is used (see above). To determine how you are doing, divide your total points received by the total points possible to date. Grades are not rounded in this class.

### ***Posting of Grades***

Grades will be posted on Canvas. The instructor will make every effort to keep accurate records. However, it is your responsibility to monitor grade records and keep all materials related to the course. Grade-related claims should be submitted via email to [ariennem@iastate.edu](mailto:ariennem@iastate.edu). **Any discussion of a grade must be done WITHIN ONE WEEK after it has been posted to Canvas.**

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## **Course Policies**

***This syllabus*** is a description of the course and a detailed timeline for what will happen in the course. If you have a question about deadlines or what will be happening in an upcoming class period, consult the syllabus first. If it is still unclear, please talk to or email your instructor.

### ***Personal Responsibility***

One of the tenets of this course is personal responsibility.

- You play an active role in your education and as a student in this class.
- It is your responsibility
  - to know all the policies listed on this syllabus
  - to know all assignment deadlines
  - to make sure your assignments are uploaded correctly and completely to Canvas by the deadline. Incomplete and/or blank documents will be treated as late work until they are uploaded correctly and will be penalized accordingly.
  - to read assigned readings before each class

### ***Communication***

Ask questions and seek help as needed. Communication is key to a successful class. If any instructions or assignments are not clear, please talk to or email your instructor to clarify.

### ***Attendance, Absences, and Classroom Standards***

- Class starts promptly at the time listed in the Schedule of Classes.
- Arriving late to class is disruptive to other students and the instructor. (If you have a legitimate reason for being late, please discuss your situation with the instructor.)
- Students are expected to participate in in-class activities and be prepared to answer questions if called on by the instructor.
- Teamwork is an important part of one's grade and the expectations for this class. Full participation and cooperation are expected from each team member.
- Regular attendance is required and expected. Exceptions are listed below.

The instructor allows excused absences for the following instances with proper documentation:

- a. Court appearances/jury duty
- b. Death/birth of an immediate family member; a family emergency (family emergencies are communicated to the instructor by the Dean of Students Office)
- c. Doctor's appointment (for yourself or your dependent)
- d. Job/internship interview
- e. Military training/active duty
- f. Observing a religious holiday
- g. Wedding
- h. **University-sanctioned absences:** Absences due to study tours, course-related field trips, travel for athletics and athletic competitions, academic or professional conferences, practicums, or other ISU educational activities that require students to be absent from class. Faculty supervising the activity must provide a memo or letter identifying specific dates and educational activity (study tour, field trip, etc.) to students.

An excused absence with documentation allows you to make up in-class activities, the Von Maur field trip assignment, and may allow you, in some cases, to extend the due date on an assignment or quiz/exam with no penalty.

If you do not email documentation to the instructor, it will be considered a non-excused absence.

### ***Mutual Respect and Professionalism***

It is expected that everyone in the classroom will treat each other with courtesy and respect. It is the instructor's goal to promote an atmosphere of mutual respect in the classroom. Please contact the instructor if you have suggestions for improving the classroom environment. It is preferable if students discuss issues directly with the instructor; however, students may also leave a note in the instructor's mailbox.

Disruptive behavior, such as the use of cell phones, reading the newspaper, or inappropriate language, will not be permitted. If at any time, a student's behavior is offensive or dangerous to the instructor or the other students, the student may be asked to leave the classroom, or campus security may be alerted.

### ***Canvas***

Canvas will be used to build a communication network between students and the instructor. It is your responsibility to check Canvas and ISU email regularly for content updates and class announcements. Follow up with the Solution Center at 515-294-4000 or [solution@iastate.edu](mailto:solution@iastate.edu) if you have any Canvas-related problems. If you have a prolonged Canvas problem, please notify the instructor as soon as possible.

### ***Submission Formats***

Use either MS Office Suite (Word, Excel, Powerpoint) or Adobe PDF formats to upload assignments to Canvas. If images must be uploaded separately, JPG, GIF, and PNG formats will be accepted. Other formats **will not** be accepted.

You can get the MS Office Suite for free from ITS at <https://www.it.iastate.edu/services/software-students#office>. The MS Office Suite includes Word, Powerpoint, and Excel, which are the industry standards. You can get it for both PCs and Macs.

### ***Due Dates and Late Assignment Policy***

Due dates for assignments and quizzes are listed in the syllabus and on Canvas. Do not wait until the last minute to do classwork.

**Late assignment penalty:** Assignment grades will be reduced by 10% for every day an assignment is late. Assignments will not be accepted after one week beyond the due date.

### ***Other Tech Concerns***

If a technical issue occurs while taking a quiz on Canvas such as an internet connection is lost or Canvas goes offline, please document the date and time issues occurred and email instructor the date, time, and approximately how many questions were completed before losing connection. Individual laptop issues will not be excused. iPhone/iPad uploads are at your discretion; failure to upload on these devices will not be accepted as a valid excuse.

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## **AESHM and ISU General Course Policies**

### ***AESHM Collegiality Statement***

The Department of Apparel, Events, and Hospitality Management is committed to sustaining a collegial, positive, and productive environment for scholarship, learning, institutional service, and outreach for each individual and for the collective benefit of all. Faculty and professional staff are expected to conduct themselves in a manner that contributes constructively to the department's mission and reputation. In addition, faculty and professional staff are expected to work to maintain a positive workplace that emphasizes respect for the opinions of others and is free from forms of misconduct, as enumerated in Chapter 7 of the ISU Faculty Handbook - <https://www.provost.iastate.edu/faculty-and-staff-resources/faculty-handbook>

### ***Dead Week Policy***

This class follows the Iowa State University Dead Week policy as noted in section 10.6.4 of the Faculty Handbook <http://www.provost.iastate.edu/resources/faculty-handbook>.

### ***Academic Dishonesty***

“The academic work of all students must comply with University policies on academic honesty. Examples of academic misconduct are: Attempting to use unauthorized information in the taking of an exam; submitting as one’s own work, themes, reports, drawings, laboratory notes, computer programs or other products prepared by another person; knowingly assisting another student in obtaining or using unauthorized materials; or plagiarism.” (*Student Conduct Code*, Section 4.2.1, p. 27) The class will follow Iowa State University’s policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office. <http://www.dso.iastate.edu/ja/academic/misconduct.html>

*In addition, submission of one’s own work from a previous semester will be considered academic dishonesty.*

### ***Accommodation of Special Needs***

Please address any special needs or special accommodations with the course instructor at the beginning of the semester or as soon as you become aware. A request for accommodation should be presented to the instructor at least 10 business days before the date of the accommodation needed. Those seeking accommodations based on disabilities should obtain a Notification Letter form from the Disability Resources office <http://www.dso.iastate.edu/dr/> (515-294-7220), which is located in Room 1076 of the Student Services Building.

### ***Special Accommodation Exam***

All students who need special accommodations for exams as indicated in their Notification Letter form must arrange taking the exams at the Exam Accommodation Center (see below). To make sure that the exam is scheduled at the time of midterm/final, students should make reservations in advance.

When students who do not need special accommodation miss an exam and are eligible for a make-up exam (e.g., illness), faculty or student with approval from the faculty should contact AESHM department office to check availability and then schedule the exam date/time. Or, consider giving the exam in their office.

Exam Accommodations Center (<https://www.sdr.dso.iastate.edu/eac>)

Student Disability Resources

Iowa State University

1200 Hixson-Lied Student Success Center

Ames, Iowa 50011-1381

515-294-5197

[examaccommodations@iastate.edu](mailto:examaccommodations@iastate.edu)

### ***Accessibility Statement***

Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. Students requesting accommodations for a documented disability are required to work directly with staff in Student Accessibility Services (SAS) to establish eligibility and learn about related processes before accommodations will be identified. After eligibility is established, SAS staff will create and issue a Notification Letter for each course listing approved reasonable accommodations. This document will be made available to the student and instructor either electronically or in hard-copy every semester. Students and instructors are encouraged to review contents of the Notification Letters as early in the semester as possible to identify a specific, timely plan to deliver/receive the indicated accommodations. Reasonable accommodations are not retroactive in nature and are not intended to be an unfair advantage. Additional information or assistance is available

online at [www.sas.dso.iastate.edu](http://www.sas.dso.iastate.edu), by contacting SAS staff via email at [accessibility@iastate.edu](mailto:accessibility@iastate.edu), or by calling 515-294-7220. Student Accessibility Services is a unit in the Dean of Students Office located at 1076 Student Services Building.

### ***Student Wellness and Health***

Iowa State University is committed to proactively facilitating the well-being of all students. We welcome and encourage students to contact the following on-campus services for assistance regarding their physical, intellectual, occupational, spiritual, environmental, financial, social, and/or emotional needs:

- Student Wellness, call (515) 294-1099 or (<http://studentwellness.iastate.edu>)
- Thielen Student Health Center, call (515) 294-5801 (24/7 Medical Advice) or (<http://www.cyclonehealth.org>)
- Student Counseling Services, call (515) 294-5056 or (<https://counseling.iastate.edu>)
- Recreation Services call (515) 294-4980 or (<http://recservices.iastate.edu>)
- Students dealing with heightened feelings of sadness or hopelessness, thoughts of harm or suicide, or increased anxiety may contact the ISU Crisis Text Line (Text ISU to 741-741) or contact the ISU Police Department (515) 294-4428.

### ***Writing and Media Center Assistance***

The Writing and Media Center (WMC) helps students become effective, more confident communicators. The WMC is a welcoming and inclusive place where friendly Communication Consultants offer individualized assistance to undergraduate and graduate students, faculty, staff, and community members working on any form of written, oral, visual, or electronic communication. While they can help you identify patterns and trends in your spelling and grammar, they do not provide editing services. In addition to one-on-one consultations (both in-person and online), the Center offers presentations introducing the Center's services, workshops by request, writing retreats, and other programs. They have three locations on campus:

<u>Location</u>	<u>Hours</u>
Carver Hall	Monday-Thursday 9am-5pm, Friday 9am-2pm
Lied-Hixson	Monday-Thursday 9am-5pm, Friday 9am-2pm
Library	Sunday-Thursday 5-8pm
Online	Sunday 5-8pm, Monday-Thursday 9am-8pm, Fri 9am-2pm

Please go to <https://www.wmc.dso.iastate.edu> to schedule an appointment and <https://www.wmc.dso.iastate.edu/presentations-and-workshops> to request an introduction to the Writing and Media Center presentation or workshop.

### ***Harassment and Discrimination***

Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact the instructor, [Student Assistance](#) at 515-294-1020 or email [dso-sas@iastate.edu](mailto:dso-sas@iastate.edu), or the [Office of Equal Opportunity and Compliance](#) at 515-294-7612.

### ***Religious Accommodation***

If an academic or work requirement conflicts with your religious practices and/or observances, you may

request reasonable accommodations. Your request must be in writing, and the instructor will review the request. You or your instructor may also seek assistance from the [Dean of Students Office](#) or the [Office of Equal Opportunity and Compliance](#).

### ***Contact Information***

If you are experiencing, or have experienced, a problem with any of the above issues, email [academicissues@iastate.edu](mailto:academicissues@iastate.edu).

### ***Classroom or Grade Problems***

If a student has a course related problem, she or he should discuss it with the course instructor first. If the student is not satisfied, she or he should contact his/her advisor to address the situation. The advisor will suggest possible course of actions. For more information refer to <http://catalog.iastate.edu/academiclife/#appealofacademicgrievances>.

### ***Disruptive Conduct in the Learning Environment***

For student learning to be most effective, learning environments must remain civil, safe, collaborative, and free from conduct that unreasonably disrupts, impedes, obstructs, or interferes with the educational process. The university recognizes the importance of open inquiry, freedom of expression, and viewpoint diversity within its learning environments, and all members of the university—including faculty, staff, students, and administrators— should feel free to express their viewpoints without fear of reprisal; however, students have an obligation to engage in the educational process in a civil manner that does not unreasonably disrupt the educational experiences of their fellow students or the instructor’s course objectives. Conduct that unreasonably disrupts the ability of instructors to teach or students to learn can be prohibited as disruptions of university activities in violation of this policy. Instructors have the right and responsibility to ensure that a safe and functional learning environment is maintained. Importantly, instructors have the authority and discretion to address disruptive conduct. Students who engage in disruptive conduct may be subject to disciplinary action, including possible removal from a course(s) and/or referral for sanctioning under the Student Disciplinary Regulations.

### ***Violence-Free University***

At ISU, violence, threats or implied threats of violence, and intimidation (verbal or physical acts intended to frighten or coerce) impede the goal of providing a safe environment and will not be tolerated. For more information, refer to <https://www.policy.iastate.edu/policy/violence>.

### ***Emergency Response***

In an emergency situation, follow emergency response guide at <http://www.ehs.iastate.edu/sites/default/files/uploads/publications/posters/EmergencyPoster.pdf> . For more information, refer to <http://www.policy.iastate.edu/policy/emergencynotification>.

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### ***Syllabus Change Policy***

This syllabus is a guide for the course and is subject to change. Any changes in due dates or content will be posted on Canvas. Please check for announcements and updates regularly!

### **AMD 275 Tentative Class Schedule/Topic**

<b>Date</b>	<b>In Class</b>	<b>Reading/Assignment/Quiz</b>
<b>Week 1</b> T 8/27	<ul style="list-style-type: none"><li>• Course Overview</li><li>• Introduction to Retailing</li></ul>	<p>Before class today:</p> <ul style="list-style-type: none"><li>• Read Ch. 1 in textbook</li><li>• Read Ch. 1 lecture files on Canvas</li></ul> <p>Due 8/29 at 11:59 pm:</p> <ul style="list-style-type: none"><li>• Take Syllabus Quiz for 2 pts extra credit</li></ul> <p>Due 9/3 at 11:59 pm:</p> <ul style="list-style-type: none"><li>• “Who am I” Activity on Canvas (5 pts extra credit)</li><li>• Career Interest Inventory on Canvas (3 pts extra credit)</li></ul>
Th 8/29	Types of Retailers	<p>Before class today:</p> <ul style="list-style-type: none"><li>• Take Ch. 1 quiz</li><li>• Read Ch. 2 text</li><li>• Read Ch. 2 lecture file on Canvas</li></ul>

Date	In Class	Reading/Assignment/Quiz
<p><b>Week 2</b></p> <p>T 9/3</p>	<ul style="list-style-type: none"> <li>• Rise (and Fall?) of Department Stores</li> <li>• Introduction to Von Maur</li> </ul>	<p>Before class today:</p> <ul style="list-style-type: none"> <li>• Take Ch. 2 quiz</li> <li>• Read Department Store lecture on Canvas</li> </ul>
<p>Th 9/5</p>	<ul style="list-style-type: none"> <li>• Multichannel/Omnichannel Retailing</li> <li>• In-Class Discussion Activity 1 – Omnichannel</li> <li>• Team Formation</li> <li>• Discuss potential retailers for projects</li> </ul>	<p>Before class today:</p> <ul style="list-style-type: none"> <li>• Read Ch. 3 text</li> <li>• Read Ch. 3 lecture file on Canvas</li> <li>• Take Ch. 3 quiz</li> </ul>
<p><b>Week 3</b></p> <p>T 9/10</p>	<p>Guest Speaker via Zoom: Dr. David Loranger</p>	
<p>Th 9/12</p>	<p>Customer Buying Behavior</p>	<p>Before class today:</p> <ul style="list-style-type: none"> <li>• Read Ch. 4 text</li> <li>• Read Ch. 4 lecture file on Canvas</li> </ul>
<p><b>Week 4</b></p> <p>T 9/17</p>	<p>Guest Speaker: Business Resources Presentation by ISU Librarian, Charles Yier, on Conducting Customer and Market Research</p>	
<p>Th 9/19</p>	<ul style="list-style-type: none"> <li>• Introduce Team Project Part 1</li> <li>• Discuss/Plan Team Market Research</li> <li>• In-Class Discussion Activity 2 – Potential Company Research</li> </ul>	

Date	In Class	Reading/Assignment/Quiz
<b>Week 5</b> T 9/24	<ul style="list-style-type: none"> <li>• Retail Market Strategy &amp; SWOT Analysis</li> <li>• In-Class Discussion Activity 3 – SWOT Analysis</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 5 text</li> <li>• Read Ch. 5 lecture and other materials on Canvas</li> <li>• Take Ch. 4 &amp; 5 quiz</li> <li>• Read SWOT Analysis article</li> </ul>
Th 9/26	<ul style="list-style-type: none"> <li>• Perceptual Maps and 4Es</li> <li>• In-Class Discussion Activity 4 – Perceptual Map</li> <li>• Project teams develop project work plan</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Perceptual Maps article and 4Es article</li> </ul>
<b>Week 6</b> T 10/1	<ul style="list-style-type: none"> <li>• 4Es</li> <li>• In-Class Discussion Activity 5 – 4Es</li> <li>• Financial Strategy and Retail Locations 1 &amp; 2</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 6 text</li> <li>• Read Ch. 6 lecture and other materials on Canvas</li> <li>• Read Ch. 7 text</li> <li>• Read Ch. 7 lecture on Canvas</li> <li>• Take Ch. 6 quiz</li> </ul>
Th 10/3	<ul style="list-style-type: none"> <li>• Sustainability in the Apparel Industry</li> <li>• Discussion of Exam 1</li> <li>• In-Class Discussion Activity 6 – Levi’s in Times Square from BOF</li> <li>• In-Class Discussion Activity 7 – Sustainability</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 8 text</li> <li>• Read Ch. 8 lecture on Canvas</li> <li>• Read the lecture slides on Canvas</li> <li>• Take Ch. 7 &amp; 8 quiz</li> </ul>
<b>Week 7</b> Sunday, 10/6	Exam 1 opens Sunday, 10/6 at midnight on Canvas	

Date	In Class	Reading/Assignment/Quiz
T 10/8	No lecture today. You may use the time to take exam 1.	
Th 10/10	<ul style="list-style-type: none"> <li>• Retail Information Systems and Supply Chain Management</li> <li>• Teams have time to work on Major Project Part 1 and/or finish last week's Sustainability Activity</li> </ul>	<p>Before class today:</p> <ul style="list-style-type: none"> <li>• Read Ch. 9 text</li> <li>• Read Ch. 9 lecture on Canvas</li> <li>• Take Ch. 9 quiz</li> </ul>
<p><b>Week 8</b></p> <p>Sunday, 10/13</p>	Exam 1 due Sunday, 10/13 by 11:59 pm	
T 10/15	<ul style="list-style-type: none"> <li>• Digital Entrepreneurship/Online-only Businesses</li> <li>• Changing Face of Retail</li> <li>• In-Class Activity 8 - "Fashion's New World Order"</li> </ul>	
Th 10/17	<ul style="list-style-type: none"> <li>• Retail Customer Relationship Management</li> <li>• Customer Service</li> <li>• In-Class Discussion Activity 9 - CRM</li> </ul>	<p>Before class today:</p> <ul style="list-style-type: none"> <li>• Read Ch. 10 text</li> <li>• Read Ch. 10 lecture on Canvas</li> <li>• Read Ch. 17 text</li> <li>• Read Ch. 17 lecture on Canvas</li> <li>• Take Ch. 10 &amp; 17 quiz</li> </ul>

Date	In Class	Reading/Assignment/Quiz
<b>Week 9</b> T 10/22	<ul style="list-style-type: none"> <li>• Manage the Merchandise Planning Process</li> <li>• Introduce Team Project Part 2</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 11 text</li> <li>• Read Ch. 11 lecture on Canvas</li> <li>• Take Ch. 11 quiz</li> </ul> Due 10/22 at 11:59 pm <ul style="list-style-type: none"> <li>• Major Team Project Part 1 paper and peer evaluation</li> </ul>
Th 10/24	<ul style="list-style-type: none"> <li>• Retail Buying and Pricing</li> <li>• Work on Major Team Project Part 2</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 12 text</li> <li>• Read Ch. 12 lecture on Canvas</li> <li>• Read Ch. 13 text</li> <li>• Read Ch. 13 lecture on Canvas</li> <li>• Take Ch. 12 &amp; 13 quiz</li> </ul>
<b>Week 10</b> T 10/29	No class. Instructor will be at the ITAA conference.	
Th 10/31	<ul style="list-style-type: none"> <li>• Retail Communication Mix</li> <li>• In-Class Activity 10– Communication Mix</li> <li>• Sign up for Team Line Proposals and Sales Presentation Dates</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 14 text</li> <li>• Read Ch. 14 lecture on Canvas</li> </ul>
<b>Week 11</b> T 11/5	<ul style="list-style-type: none"> <li>• Human Resource Management and Managing the Store</li> <li>• In-Class Discussion Activity 11 - HR</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 15 text</li> <li>• Read Ch. 15 lectures on Canvas</li> <li>• Take Ch. 14 &amp; 15 quiz</li> </ul>

Date	In Class	Reading/Assignment/Quiz
Th 11/7	Trip to Von Maur Corporate Headquarters and E-commerce Center. Experiencing a corporate office, including e-commerce, fulfillment, and hearing from executives.	
<b>Week 12</b> T 11/12	<ul style="list-style-type: none"> <li>• Time to work on project in class</li> <li>- Consultation with instructor as needed</li> </ul>	
Th 11/14	<ul style="list-style-type: none"> <li>• Store Layout, Design, and Visual Merchandising</li> </ul>	Before class today: <ul style="list-style-type: none"> <li>• Read Ch. 16 text</li> <li>• Read Ch. 16 lecture on Canvas</li> <li>• Take Ch. 16 quiz</li> </ul>
<b>Week 13</b> T 11/19	<ul style="list-style-type: none"> <li>• Time to work on project in class</li> <li>- Consultation with instructor as needed</li> <li>• Discussion of Exam 2</li> <li>• Exam 2 opens today (at 12:01 am)</li> </ul>	
Th 11/21	No class	

<b>Week 14</b>	Thanksgiving Break – no class
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Date	In Class	Reading/Assignment/Quiz
<b>Week 15</b> Monday, 12/2	Due 12/2 at 11:59 pm FOR ALL GROUPS: <ul style="list-style-type: none"> <li>• Major Team Project Part 2 written component</li> <li>• Presentation</li> <li>• Evaluations</li> </ul>	
T 12/3	Major Team Project Part 2: Team Line Proposals and Presentations in Class	
Th 12/5	Major Team Project Part 2: Team Line Proposals and Presentations in Class  Exam 2 due on Sunday, 12/8 at 11:59 pm.	
<b>Week 16</b> T 12/10	Major Team Project Part 2: Team Line Proposals and Presentations in Class	
Th 12/12	Major Team Project Part 2: Team Line Proposals and Presentations in Class	Due 12/12 by 11:59 pm <ul style="list-style-type: none"> <li>• Von Maur field trip reflection papers</li> </ul>
<b>Finals Week</b> <b>12/16-12/19</b>		