

The University of Georgia
Department of Textiles, Merchandising and Interiors

TXMI 5240
Retailing Apparel and Textiles
Fall 2004
T TH 6:30-7:45 P.M.

Instructor: Martin Pracht

e-mail: mjpracht@hotmail.com
Office Hours: T TH 5:30-6:30
and by appt.

COURSE OBJECTIVES

1. To understand the basics of retailing from management's perspective.
2. To critically analyze the retailing process, the environment in which it operates, and the institutions and functions performed.
3. To provide a foundation for students contemplating a career in retailing or related disciplines.

TEXT

Dunne, P.M., Lusch, R.F., & Griffith, D.A. (2002). Retailing. Orlando, FL: Harcourt College Publishers.

OTHER REQUIRED BOOKS / READINGS

Spector, Robert (2001). Lessons from the Nordstrom way: How companies are emulating the #1 customer service company. John Wiley & Sons, Inc.

Harvard Business Review—selected case studies

EVALUATION

Test 1	15%
Test 2	15%
Test 3	15%
Final Exam (Test 4)	15%
Case Studies	20%
Current Events	10%
Participation	10%

GRADING SCALE

90% or above	A
80% to 89%	B
70% to 79%	C
60% to 69%	D
59 or below	F

COURSE POLICIES

1. Under no circumstances will cheating, falsification, copying of another's assignment and/or plagiarism be acceptable. Should this happen, the students will be notified, and appropriate action will be taken as outlined in the UGA student handbook:
"All students are responsible for maintaining the highest standards of honesty and integrity in every phase of their academic careers. The penalties for academic dishonesty are severe and ignorance is not an acceptable defense."
2. Special needs: Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should notify the instructor at the beginning of the semester (or at the time of the occurrence) to make necessary accommodations.
3. Make-up exams: Taking a make-up exam is a privilege, not a right, and will be granted only in **RARE** circumstances. Make-up exams will be available when absence from the scheduled exam time can be justified with appropriate documentation. Examples of such documentation are medical confirmation and team travel authorizations. Make-up exams will not be given before the regularly scheduled exams. Make-up exams will only be administered on one date during the semester.
4. Students missing class are responsible for getting notes from fellow classmates and not from the instructor.

*****Students enrolled in this course for graduate credit will be required to complete additional requirements. Please see instructor for details. *****

CURRENT EVENTS

Most class sessions will begin with a discussion of current events in retail and strategic management. Students should come prepared to lead the discussion of such an event on their assigned day. Information may be drawn from articles in newspapers, business periodicals or other appropriate sources. The same event

will not be addressed more than once, unless important changes have occurred. A typed summary and analysis of the article must be turned in on the assigned day.

CASE STUDIES

Case study assignments and discussion questions will be issued with each case. All students should be prepared to discuss the assigned case.

TENTATIVE COURSE SCHEDULE

Aug 19 – Sept 14

Course Introduction

Classifying Institutions

Strategic Planning & Operations Management

Retail Customers/Consumers

Case Studies 1 & 2

Chapters 1 & 2 (Nordstrom)

Sept 16

Exam 1

Sept 21-Oct 12

Strategy Mix, Wheel of Retailing, Retail Life Cycle

Global Retailing & Channel Behavior

Ethics and Social Aspects

Pricing Constraints

