

**THE UNIVERSITY OF NORTH CAROLINA GREENSBORO
BRYAN SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES
FALL 2019**

**RCS 464: GLOBAL RETAIL STRATEGY
MWF: 10–10:50 pm • NMOR 130**

PROFESSOR: Dr. Trish Kemerly
Email: twkemerl@uncg.edu
Office: 357 Stone Building
Hours: 9-10 am Tuesdays, 1:30-3:30 Wednesdays, or by appointment

REQUIRED MATERIALS:

- *International Marketing*, by Philip Cateora, John Graham, Mary Gilly

RECOMMENDED OUTSIDE READINGS

- *The Shopping Centers Today, The Wall Street Journal, Fortune, Forbes, Stores, Advertising Age International, Business Asia, Business China, Business America, Business Week, Business Latin America, Business International, Business Europe, Trade and Culture*, and others with international content

COURSE DESCRIPTION: Analysis of world retail markets, prospective consumers and environments, and the retail marketing management required to meet the demands of true world retail markets in a dynamic and ever-changing setting. This course also offers an investigation of consumer benefits offered by multichannel retailing on a global scale.

LEARNING OUTCOMES:

Upon completion of this course, students will:

1. Understand the nature and scope of global retailing and how it is influenced by the cultural, economic, and financial environment.
2. Understand strategies and tactics related to multichannel efforts employed in a global context and the conditions under which they are most likely to be successful.
3. Gain knowledge of the foundation concepts, terms, functions, institutions, and trends in global retail business.
4. Identify newly emerging markets.
5. Understand the future of global retailing.
6. Gain an appreciation of global retailing as a potential career opportunity.
7. Conduct the library and field research on specific global retailing topics that are of useful concerns to the retail executives.
8. Develop problem solving and analytical skills and make recommendations on how retail industry can improve its practices in a global context.

STUDENT RESPONSIBILITY

Each student is responsible for reading the syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assigned readings. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance. Students are expected to read assignments prior to scheduled class dates. You are responsible for checking Canvas regularly to be apprised of any announcements pertaining to the course.

COURSE POLICIES

I. ATTENDANCE

Class attendance is expected. As outlined in the UNCG Undergraduate Bulletin:

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Class attendance records will be monitored, and excessive absences reported. The *Withdrawal Due to Class Attendance* form serves as a request to withdraw students from class due to excessive absences. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Because class lectures will not be limited to readings alone, it is important that you be present. If you must be absent, arrange to get class notes from another class member. It is assumed that you are aware of **ALL** relevant due dates and course requirements.

I allow students to have up to three unexcused absences without it affecting your attendance grade. After that, your attendance grade will drop with each additional absence. For example, 0-3 absences = 100 points, four absences = 85, five absences = 80, six absences = 75, and so forth. Ten or more unexcused absences will result in a zero for your attendance grade, and/or you may be dropped from the course. Exams missed due to an unexcused absence may **NOT** be made up.

Excused absences

An excused absence is limited to illness documented by a physician's statement on original letterhead or death in the immediate family. Please note: "Personal problems" are not considered grounds for an excused absence unless documented by a physician's statement. Written documentation of the excused absence must be submitted to me within one class period of the absence. You will be notified whether or not the absence was approved. It is **your responsibility** to initiate, follow-up and keep records of these procedures.

Promptness and attentiveness

Class begins at 10 am. Late arrivals are unacceptable. Plan to stay the entire time. Do not plan to attend other activities during class (e.g., work, meetings); you will not be excused from class. Unnecessary noise and movement is distracting to your professor and class members. Excessively early departures will be considered as absences. You are expected to show both courtesy and respect towards other classmates as well as the professor. This includes refraining from talking

while others are speaking. Excessive disruptions of ANY KIND can and will result in removal from the course at ANY POINT in the semester.

II. EVALUATION

	<u>Point Value</u>
Three exams @ 100 points each	300 points (36% of grade)
Term project:	300 points (36% of grade)
In-class activities (tentative)	80 points (10% of grade)
Current readings/class reports	40 points (5% of grade)
Attendance and participation	100 points (12% of grade)
Total:	820 points (100%)

Grading Scale

Final letter grades will be determined from the percentage of points earned out of the total required points. The following percent scale will be used to assign grades:

A = 100 – 93	B = 86 – 83	C = 76 – 73	D = 66 – 63
A- = 92 – 90	B- = 82 – 80	C- = 72 – 70	D- = 62 – 60
B+ = 89 – 87	C+ = 79 – 77	D+ = 69 – 67	F = Below 60

The UNCG Academic Integrity Policy States: “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and will not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, <http://ods.dept.uncg.edu/>, oars@uncg.edu.

Make-up exams

All students are required to take all exams *during the scheduled class time*.

Note: There will be no make-up exam for the final exam regardless of excuse. As with any university-level course, you are expected to take the final exam during the scheduled day and time. Exams will not be given early, regardless of reason or request.

CARS Department Statement on Student Conduct and Complaint Behavior

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should

first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

III. COURSE STRUCTURE

A variety of learning styles will be addressed in this class and are reflected in the structure of evaluation for the course. Class time will consist of a combination of lecture, slides, and class discussion as well as individual and group activities.

Exams (36%)

- Three exams (including the final) will be given.
- Each exam will cover assigned textbook readings and concepts presented from the textbook during in-class lectures leading up to the exam.
- Exam questions will be objective, subjective, or a combination format.
- Exam reviews will take place during the class period prior to the scheduled exam day as time allows.
- Scantron answer sheets (red, five-response) are required.
- Latecomers to an exam will NOT be allowed to take the exam once the first completed exam has been turned in. NO EXCEPTIONS.

Term project (36% of grade):

- This project requires that the students (in groups) select a country and a US retailer (e.g., department store, specialty store) to introduce in that country, and write an in-depth paper covering four major sections.
- Additional written guidelines will be provided early in the semester

In-class activities (10% of grade):

- There will be several case-study exercises conducted in class as time permits. You will need to read these cases prior to coming to class and be ready to discuss with your classmates (I will let you know if/when these will occur).
- These exercises are to be completed in class and submitted during that same class period. Therefore, they may not be made up if you come to class late or not at all.

Current readings/class reports (5% of grade):

- Each student is required to submit one (1) article write-up (no more than 2 pages, 12 point font, double-spaced, and 1" margins) from any of the recommended outside readings (e.g., *Shopping Centers Today*, *The Wall Street Journal*, *Fortune*, *Forbes*, *Stores*, *Advertising Age International*, *Business Asia*, *Business China*, *Business America*, *Business Week*, *Business Latin America*, *Business International*).
- The article must be **very** current and ideally should be related to the topic being discussed in class.
- You must summarize the article, explain why this event is important to us and discuss what we can learn from the story in regard to international business.

- In addition, each student is required to present a five-minute oral presentation of each of your report. A sign-up sheet for current reading dates will be taken at the start of the semester.

IV. EXPECTATIONS

Students, particularly those in 400+ level courses, are expected to demonstrate high academic and professional standards. These include:

1. Keep up with class reading and assignments,
2. Arrive classroom on time and departing after the class is over,
3. Show respect for others in the classroom by not talking with other students.
4. Turn in all assignments on the due date and adhere to other rules and policies relevant to this class,
5. No cell phones (no texting, Snapchatting, IG-ing, etc.) during class, please.
6. Be responsible for all materials and announcements presented in class whether in attendance or not.
7. Be respectful of group members, and do your share of the work assigned. Respect also includes responding promptly to your group's messages and adhering to your internal deadlines.

Late Penalty for ALL Required Assignments

Assignments are due at the beginning of the class. Any assignment turned in after class starts will be lowered **5 points**. Grades will be lowered 10 points per day late. Assignments will NOT be accepted after two weekdays. No exceptions.

V. CANVAS

Canvas will be used throughout the semester for the following:

- **Announcements:** This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise
- **Files:** Under this heading you will find the course syllabus, class lectures, exam preparation materials, project guidelines, and other relevant materials.
- **Assignments:** See deadlines and instructions of the different assignments.
- **Grades:** This is where you can look up your exam and assignment scores.

RCS 464 TENTATIVE COURSE SCHEDULE
(subject to change)

	Day	Topic	Corresponding activities or items due
Week 1	Wed, Aug 21	Course overview and requirements	Read your syllabus! (Seriously. Do it.)
	Fri, Aug 23	Introduction to group project; Scope & challenge of international mktg	Sign up for current readings presentation
Week 2	Mon, Aug 26	Scope & challenge of international marketing (continued)	Sign-ups for group project; select country and retailer
	Wed, Aug 28	Dynamic environment of international trade	VDO: Trade agreement changes
	Fri, Aug 30	DEIT (continued)	
Week 3	Mon, Sept 2	Labor Day!	Class dismissed!
	Wed, Sept 4	No class today – I've got some training thing to do allllll day. (Kill me.)	Class dismissed!
	Fri, Sept 6	Internationalization of retailing	
Week 4	Mon, Sept 9	Case study #1 (in-class activity)	
	Wed, Sept 11	Internationalization of retailing (continued)	
	Fri, Sept 13	Cultural dynamics	
Week 5	Mon, Sept 16	Cultural dynamics (continued)	
	Wed, Sept 18	Cultural management style and business system	VDO: US company doing business overseas)
	Fri, Sept 20	CM&BS (continued)	
Week 6	Mon, Sept 23	Case study #2	
	Wed, Sept 25	Exam 1	
	Fri, Sept 27	Political environment	VDO: China Rising

Week 7	Mon, Sept 30	Political environment (<i>continued</i>)	
	Wed, Oct 2	International legal environment	
	Fri, Oct 4	ILE (<i>continued</i>)	
Week 8	Mon, Oct 7	Guest speaker, maybe?	
	Wed, Oct 9	Developing a global vision through market research	
	Fri, Oct 11	Licensing, franchising, and strategic alliances	
Week 9	Mon, Oct 14	Fall Break! ☺	Class dismissed!
	Wed, Oct 16	CARS Advising Day!	Class dismissed!
	Fri, Oct 18	LF&SA (<i>continued</i>)	
Week 10	Mon, Oct 21	Case study #3	
	Wed, Oct 23	The Asia Pacific Region	VDO: India's Economy VDO: Coke in Japan
	Fri, Oct 25	APR (<i>continued</i>)	
Week 11	Mon, Oct 28	Europe, Africa, and the Middle East	
	Wed, Oct 30	EA&ME (<i>continued</i>)	
	Fri, Nov 1	EA&ME (<i>continued</i>)	
Week 12	Mon, Nov 4	Exam 2	
	Wed, Nov 6	Case study #4	
	Fri, Nov 8	Products & services for consumers	
Week 13	Mon, Nov 11	P&SC (<i>continued</i>)	VDO: Chinese brands
	Wed, Nov 13	International marketing channels	
	Fri, Nov 15	IMC (<i>continued</i>)	

Week 14	Mon, Nov 18	Pricing for international markets	
	Wed, Nov 20	PIM (<i>continued</i>)	
	Fri, Nov 22	Presentations	
Week 15	Mon, Nov 25	Presentations	
	Wed, Nov 27	Thanksgiving Holiday	Class dismissed
	Fri, Nov 29	Thanksgiving Holiday	Class dismissed
Week 16	Mon, Dec 2	Presentations	Term project due
	Wed, Dec 4	Presentations	

FINAL EXAM: WEDNESDAY, DEC 11 — 12 PM–3 PM
NOTE: Early final exams will not be given. No makeup exams.