

The University of North Carolina at Greensboro
The Bryan School of Business and Economics (BSBE)
Department of Consumer, Apparel, and Retail Studies (CARS)

RCS 464: Global Retail Strategy and Management (3 Credits)

M: 10.00 – 10.50 a.m. (01A Session)

W: 10.00 – 10.50 a.m. (01B Session)

F: Online (Both Sessions/A&B)

Room: STONE 204

Fall 2020

Co-Instructors: Dr. Kittichai Watchravesringkan
Office: Stone 205
Office Hours: W: 1- 2 pm via Zoom and by appointment
Phone: 336-256-2474
Email: k_watchr@uncg.edu

Required Text: Cateora, Philip R., Mony, R. Bruce, Gilly, Mary C., and Graham, John I. (2020). International Marketing (18th ed.), New York, NY: McGraw-Hill. (Note: 17th edition is also fine).

Course Description: An analysis of world retail markets, their perspectives consumers and environments and the retail marketing management required to meet the demands of true world retail markets in a dynamics and ever-changing setting. An investigation of consumer benefits offered by multichannel retailing.

Course Objectives: After completing this course, students will be able to:

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.

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 other periodicals with international content

Grading: All grading and students recorded will remain confidential in accordance with University policy. Grades will be determined by the following components and distribution:

1. Exam 1	100 points (12.5%)
2. Exam 2	100 points (12.5%)
2. Final exam	80 points (10%)
3. Term project (written and oral presentation)	300 points (37.5%)
• A company profile section (30 points)	
• Culture section (70 points)	
• Economic section (70 points)	
• A market audit and competitive analysis section (80 points)	
• Oral presentation (50 points)	
4. In-class activities	80 points (10%)
5. Current readings & class reports	40 points (5%)
6. Class attendance & participation	100 point (12.5%)
Total possible points	800 points (100%)

Grading Scale: Grades are based on point accumulation, not as a percentage of possible points. The grading breakdown is as follows:

800 – 744	A
743 – 720	A-
719 – 696	B+
695 – 664	B
663 – 640	B-
639 – 616	C+
615 – 584	C
583 – 560	C-
559 – 536	D+
535 – 504	D
503 – 480	D-
< 480	F

Class Policies:

Exams:

Exams are not cumulative and will consist of multiple choice and true/false type questions. They are based upon class lectures, the text, class discussion, case-study, and in-class activities. Students are expected to take the exam on the scheduled day.

NO MAKE-UP EXAMS WILL BE AVAILABLE.

In-class activities:

There will be a number of case-study exercises throughout semester. You need to read these cases prior to coming to class and be ready to discuss with your classmates. 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 and class reports:

Each student is required to submit one (1) article write-up (no more than 2 pages, 12 point font, double-spaced, and 1" margin across) from 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 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 addition, each student is required to present a five-minute oral presentation of each of your report. Please see Canvas for a sign up for current reading dates.

Term project:

See handout

Discussion/Participation:

Students are expected to prepare for and participate in class discussion by doing in-class exercises, and/or reading materials before coming to class.

Attendance:

Students are expected to attend class regularly. Attendance is taken every class period at the beginning of class. If you are late to class, it is your responsibility to notify me after class to make sure you are marked present. You will be charged one absence for every three times you are late to class.

Students who miss class up to three (3) absences (regardless of any reasons) will not be penalized. Students are encouraged to utilize those three class hours for personal emergencies such as job interviews, or family/friends wedding etc. If there are

extenuating circumstances that can be documented that may culminate in an extended number of absences such as an academic university sponsored trip, severe illness that requires extended hospitalization, or death of an immediate family member, please consult the instructor.

Those with three more class absences will have five points deducted (-5) each time from their final scores. However, ten points bonus (+10) will be given to those who have no absences, five points bonus (+5) to those who have one absence, and two points bonus (+2) to those who have two absences throughout the entire semester. Those with three class absences will earn no point bonus.

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.

Academic dishonesty:

Each student should be aware of the guidelines for academic dishonesty as outlined in the *Undergraduate Bulletin* (see the UNCG Code of Academic Integrity). Academic dishonesty of any form will not be tolerated in this class. The minimum penalty is an "F" in this course and referral to the administration for disciplinary action which may include expulsion from the University.

Incompletes (for entire course)

Grades of incomplete will only be given to those students who have participated fully in the majority of the class and are under extenuating circumstances of which the instructor must be notified and provided adequate documentation of the excuse. An option to receive an incomplete will be at the discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be performed and an according timetable for completion must be submitted.

Miscellaneous:

Students are expected to demonstrate high academic and professional standards.

These include

1. read each chapter of the textbook prior to class,
2. keep up with class reading and assignments,
3. arrive classroom on time and departing after the class is over,
4. show respect for others in the classroom by not talking with other students,
5. turn in all assignments on the due date and adhering to other rules and policies relevant to this class,
6. turn off all electronic devices during class (e.g., cell phones, and
7. be responsible for all materials and announcements presented in class whether in attendance or not.

Covid-19 and Health and Wellness Statement

Required UNCG Syllabus Language Approved by the Faculty Senate on July 1, 2020 As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- Wearing a face covering that covers both nose and mouth
- Observing social distance in the classroom
- Engaging in proper hand washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for

partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

Approved by the Faculty Senate Executive Committee on July 30, 2020

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to recovery@uncg.edu

COVID-19 Spartan Shield Video UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

<https://youtu.be/Mb58551qxEk>

Tentative Class Schedule

Date	Topic	Class activity
<u>AUGUST</u>		
Wed. 19 (01B)	Introduction to Class and Requirements	
Fri. 21 (Online)	Scope & Challenge of International Marketing	Sign-up sheet for Current Readings Presentation (please see Canvas – both groups)

Mon. 24 (1A)	Introduction to Class and Requirements	Sign-up for a group project and select a country and the US retailer (please see Canvas for both groups)
Wed. 26 (01B)	Dynamics Environment of International Trade (DEIT)	VDO & In-class Activity # 1
Fri. 28 (Online)	DIET	
Mon. 31 (01A)	Internationalization of Retailing (IR)	Present Current Readings

SEPTEMBER

Wed. 2 (01B)	Strategic International Retail Expansion Extended Model and Propositions (SIRE ²)	Present Current Readings
Fri. 4 (Online)	IR and SIRE ²	
Mon. 7	*** NO CLASS: Labor Day Holiday***	
Wed. 9 (01B)	Cultural Dynamics.	Present Current Readings VDO & In-Class Activity # 2
Fri. 11 (Online)	Cultural Dynamics & Management Style & Business System (CM&BS)	
Mon. 14 (01A)	& Management Style & Business System (CM&BS)	Present Current Readings
Wed. 16 (01B)	CM&BS – Cont.	Present Current Readings
Fri. 18 (Online)	Exam 1 – S&CIM , DEIT, Cultural Dynamic, CM&BS, Internationalization of Retailing, SIRE²	
Mon. 21 (01A)	Political Environment (PE)	Present Current Readings VDO & In-Class Activity # 3
Wed. 23 (01B)	International Legal Environment	Present Current Readings VDO & In-Class Activity # 4
Fri. 25 (Online)	PE and ILE	

Mon. 28 (01A)	Developing a Global Vision through Marketing Research	Present Current Readings
Wed. 30 (01B)	Licensing, Franchising, and Strategic Alliances (LFSA)	Present Current Readings

OCTOBER

Fri. 2 (Online)	LFSA – Cont.	
Mon. 5	Library Workshop – Group 01A: Via Zoom	
Wed. 7	Library Workshop – Group 01B: Via Zoom	
Fri. 9 (Online)	Developing a Global Vision through Marketing Research – Ms. Jung	
Mon. 12 (01A)	The Asia Pacific Region (APR)	Present Current Readings
Wed. 14 (01B)	APR - Cont'	Present Current Readings
Fri. 16 (Online)	APR – Cont'	
Mon. 19 (01A)	Europe, Africa, and Middle Eastern (EAME)	Present Current Readings
Wed. 21 (01B)	EAME – Cont'	Present Current Readings
Fri. 23 (Online)	EAME – Cont.	
Mon. 26 (01A)	In-Case Activity # 5	Present Current Readings
Wed. 28 (01B)	In-Case Activity # 6	Present Current Readings
Fri. 30 (Online)	Exam 2 – Political Environment, ILE, Developing a Global Vision through Marketing Research, LFSA, APR, and EAME	

NOVEMBER

Mon. 2 (01A)	Products & Services for Consumers (P&SC)	Present Current Readings
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Wed. 4 (01B) Fri. 6 (Online)	International Marketing Channels (IMC) P&SC and IMC	Present Current Readings
Mon. 9 (01A)	Pricing for International Markets (PIM) & Extra Credits	Present Current Readings
Wed. 11 (01B)	PIM – Cont' & Extra Credits	Present Current Readings
Fri. 13	***Group Project Consultation via Zoom ***	
Mon. 16	Presentations via Zoom	Term Project Due (Canvas)
Wed. 18	Presentations via Zoom	
Fri. 20	Presentations via Zoom	
Mon. 23	Presentations via Zoom	
Wed. 25	***No class: Thanksgiving Holiday***	
Fri. 27	***No class: Thanksgiving Holiday***	
December		
Fri. 4	Final Exam: P&SC, IMC, PIM, and Presentations	
