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

Fall 2021

INSTRUCTOR

Dr. Jin Su

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Virtual Office Hours: Monday & Wednesday: 12:00 – 1:00pm
Or by appointment

Teaching Assistant: Mr. Farhan Haque <f_haque2@uncg.edu>

PREREQUISITES

A grade of C (2.0) or better in RCS 264 or permission of the instructor.

COURSE DESCRIPTION

Investigation of consumer benefits offered by multichannel retailing of apparel and related consumer products. Focus on the importance of culture to successful retailing to diverse global consumers.

REQUIRED TEXT


- Additional required readings will be distributed electronically on Canvas.

RECOMMENDED OUTSIDE READINGS


COURSE STUDENT LEARNING OUTCOMES

Upon completion of the course, students will be able to:

- Understand the nature and scope of global retailing and how it is influenced by the cultural, economic, and financial environment.
▪ 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.
▪ Gain knowledge of the foundation concepts, terms, functions, institutions, and trends in global retail business.
▪ Identify newly emerging markets.
▪ Understand the future of global retailing.
▪ Gain an appreciation of global retailing as a potential career opportunity.
▪ Conduct the library and field research on specific global retailing topics that are of useful concerns to the retail executives.
▪ Develop problem solving and analytical skills and make recommendations on how retail industry can improve its practices in a global context.

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES

A variety of techniques, methodologies, strategies and/or procedures will be used for teaching and learning, including reading academic/trade articles/book chapters, discussions, assignments and projects.

TECHNOLOGY APPLICATIONS

There would be some coverage of technological advances relating to dress in the course.

GLOBAL PERSPECTIVES

There would be some coverage of global perspectives in this course.

DEMOGRAPHIC DIVERSITY PERSPECTIVES

There would be some coverage of the impact of demographic diversity in this course.

POLITICAL, SOCIAL, LEGAL, ENVIRONMENTAL, REGULATORY AND ETHICAL PERSPECTIVES

Political, social, legal, environmental, regulatory and ethical issues, to the extent applicable, will be covered in this course.

E-MAIL POLICY

Your UNCG email is the only email address that the professors will use to contact you. It is expected that all communications are prepared and presented professionally. To communicate professionally and respectfully with the professors, your email should include:
- Email subject including RCS 464
- A greeting
- Clearly written paragraph(s) indicating the question or concern you have
- End the message politely
- Be sure to include your name at the end

ASSIGNMENT REQUIREMENTS
Late assignments WILL NOT BE ACCEPTED!

The only exception to this rule is if you have documentation for medical or family emergencies and other crises (i.e., doctor’s note).

Written Assignments: All documents must satisfy the requirements as follows:
- typed and printed on printer,
- stapled,
- double-spaced,
- 10-12 font,
- 1-inch margins on all sizes,
- title of assignment centered on first page,
- use of header containing student name at left side and due date on right side,
- use of appropriate page number,
- appropriate citation for all references and quotations (APA style in the Publication Manual of the American Psychological Association, 7th edition),
- accurate spelling and grammar.

Citation Guides: APA Style on the webpage of UNCG Libraries (University Libraries—Research Guides—Citation Guides—APA Style):
http://uncg.libguides.com/citation/apa

The Writing Center at UNCG provides some information about APA Style:
https://writingcenter.uncg.edu/writing-assistance/grammar-and-usage/

EVALUATIONS AND GRADING

You are responsible for your own learning. Work with your own preferred style of learning to optimize your performance. We will make every effort to keep accurate records. However, it is also students’ responsibility to monitor grade reports and keep all materials related to the course.

Your grade will be determined entirely by your performance on the exams, assignments, course projects, class participation, etc. Therefore, we cannot adjust grades due to factors outside of the course (e.g., GPA trouble, work conflicts, personal problems, etc.). Please feel free to come and speak with the professor about your performance in the course at any time during the semester. However, do not tell the professor that you need a certain grade or ask for extra assignments for the purpose of raising a grade. We have to treat everyone fairly.

Grades are based on the following point system (please refer to the tables below):

<table>
<thead>
<tr>
<th>Grading Systems</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Exams</td>
<td>220</td>
</tr>
<tr>
<td>Four Assignments</td>
<td>440</td>
</tr>
<tr>
<td>Eight Current Readings and Reports</td>
<td>240</td>
</tr>
</tbody>
</table>
---|---
Discussion Sessions (10 Discussion Sessions for 10 weeks) | 240
**Total** | **1500**

Your Final Grade (%) = Total points you have earned / 1500

The letter grade breakdown is shown below:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A = 100 – 93%</td>
<td>92 – 90%</td>
</tr>
<tr>
<td>B+ = 89 – 87%</td>
<td>86 – 83%</td>
</tr>
<tr>
<td>C+ = 79 – 77%</td>
<td>76 – 73%</td>
</tr>
<tr>
<td>D+ = 69 – 67%</td>
<td>66 – 63%</td>
</tr>
<tr>
<td>F = Below 60%</td>
<td>62 – 60%</td>
</tr>
</tbody>
</table>

- **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.

- **Current readings and class reports:**

  Each student is required to submit one (1) article write-up 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, etc.*). 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 share their reading reports to other students. Please see Canvas for detail information about the requirements.

- **Discussion Participation**

  Discussion is an essential part of learning so students are strongly encouraged to actively participate in the discussion. For this, it is absolutely imperative that you understand the Powerpoint lecture notes and read the readings prior to online discussion.

  **Ten discussion sessions** (for 10 weeks of the semester) will be provided throughout the semester. **Each discussion session consists of three discussion questions (DQs) provided by the instructor. For each question**, you must post your own response to each question (5pts x 3DQs questions= 15pts) plus at least one response to one of your classmate’s posts (3pts x 3DQs = 9pts). Each week, you will receive 24pts for participating in discussion.

  Please be aware that you cannot post your responses after 11:59pm on Sunday each week. **This means no late posting is accepted and you will receive 0 point for late**
postings. Students are given one full week to post, so I encourage you to post ahead of time to account for possible technical issues or other conflicts. Also, please be aware that you are more likely to encounter technical issues if you try to upload your post on Sunday due to the high number of students trying to post during this time.

In grading the above discussion participation, both quantity and quality of participation will be evaluated. Just a simple response such as “I agree with you” “I like your idea” and “Very good point” will not count. Your responses should include your thinking paths (i.e., why you agree/disagree, etc.). The instructor will monitor and interject in discussions as needed.

Note: If you use iPad, iPhone or Mac, you may not be able to see peers’ postings. Please understand that not responding to peers’ posts because you cannot see peer postings from iPad, iPhone or Mac does not serve as an excused reason for not posting.

Incomplete (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.

ACADEMIC INTEGRITY

Students will be expected to do his/her own original work for exams and assignments. Students are responsible for familiarizing themselves with the UNCG policy on issues such as cheating, plagiarism, misuse of academic resources, falsification and facilitation of dishonest conduct. Procedures and penalties related to these and other violations of the Academic Honor Policy are found in the undergraduate bulletin as well as via the following web site: http://academicintegrity.uncg.edu/. Any violation of the Honor Policy may result in failure of the assignment and subsequently the entire course. Therefore, DO NOT JEOPARDIZE YOUR ACADEMIC FUTURE by participating in, or facilitating, any act of academic dishonesty.

ACADEMIC ACCOMMODATIONS

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at https://ods.uncg.edu/ or by calling 336-334-544 or visiting them in Suite 215, EUC.

RELIGIOUS OBLIGATIONS STATEMENT

The statement below is from the UNCG 2021-2022 University Catalog:
The university allows for a limited number of excused absences each academic year for religious observances required by the faith of the student.

Students must notify instructors of absences in advance of the date of the religious observance. Instructors have the authority to specify, via written notice to students, the amount of lead time required and may require that the nature of the religious observance be specified and the student’s participation be confirmed in writing by an official of the religious organization.

When appropriate notice is provided by a student, the student must be granted at least two excused absences per academic year under this policy and must be allowed to make up or waive work and tests missed due to these particular absences. With regard to any test or other assignment that a student would miss due to notice of a required religious observance, faculty members may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. Beyond the minimum terms and limits of this policy, instructors maintain authority to establish and enforce the attendance policy for the courses they are teaching.

The requirement for students to make such requests for excused absences applies only to days when the university is holding class.

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.

HEALTH AND WELLNESS

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 HEALTH AND SAFETY ISSUES
Approved by Faculty Senate on July 29, 2021

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. 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:

- Following face-covering guidelines
- 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 facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

To make it easier for students to hear their instructor and/or read lips and if conditions permit, instructors who are fully vaccinated and who can maintain at least six feet of distance from students may remove their masks while actively teaching if they choose, but will wear a mask at all other times while in the classroom, including during the periods before and after class.

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 requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the 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 other 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.
RCS 464: Global Retail Strategy and Management (3 Credits)
Course Topics and Tentative Course Schedule for Fall 2021

Please note:
- **This is an online course.** It is important that you check the course website Canvas regularly for any new course information.
- You are responsible for any information posted on Canvas.
- Canvas discussions are due by 11:59pm Sunday.
- The assignments, paper and project are due on Canvas by 11:59pm on the due date.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Assignments</th>
<th>Due</th>
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</thead>
</table>
| 1    | Aug 17-20  | Course Overview  
*Readings and Reports (Part A)*  
**Discussion #1**  
**Assignment #1 (Ch1-Ch4)**  
**Assignment #1 Due on 08/29**  
**Readings and Reports (Part A)**  
**Assignment #1 Due on 08/29** | Read Syllabus and Ch1 and Ch2                                                                                                                                                                                                                                                                                                                                 |
| 2    | Aug 23-27  | Ch1 – The Scope & Challenge of International Marketing  
Ch2 – The Dynamics Environment of International Trade  
**Discussion #1**  
**Assignment #1 (Ch1-Ch4)** | **Discussion #1 Due on 08/29**  
**Readings and Reports (Part A)**  
**Assignment #1 Due on 08/29**                                                                                                                                                                                                                                                                  |
| 3    | Aug 30 -  
Sept 3     | Ch3 – History and Geography: The Foundations and Culture  
Ch4 – Cultural Dynamics in Assessing Global Markets  
**Discussion #2**  
**Assignment #2 (Ch5-Ch8)** | **Discussion #1 Due on 08/29**  
**Assignment #1 Due on 08/29**                                                                                                                                                                                                                                                                  |
| 4    | Sept 06-10 | Ch5 – Culture, Management Style, and Business Systems  
**Discussion #3**  
**Course Project (Part I)** | **Discussion #1 Due on 08/29**  
**Assignment #1 Due on 08/29**                                                                                                                                                                                                                                                                  |
| 5    | Sept 13-17 | Ch6 – The Political Environment: A Critical Concern  
Ch7 – The International Legal Environment  
**Course Project (Part I)** |                                                                                                                                                                                                                                                                                                                                                             |
| 6    | Sept 20-24 | Ch8 – Developing a Global Vision through Marketing Research  
**Discussion #4**  
**Assignment #3 (Ch9-Ch12)** | **Discussion #1 Due on 08/29**  
**Assignment #1 Due on 08/29**                                                                                                                                                                                                                                                                  |
| 7    | Sept 27 -  
Oct 1       | Ch9 – Economic Development and the Americas  
Ch10 – Europe, Africa, and the Middle East  
**Discussion #5**  
**Readings and Reports (Part B)** | **Discussion #1 Due on 08/29**  
**Assignment #1 Due on 08/29**                                                                                                                                                                                                                                                                  |
| 8    | Oct 04-08  | Midterm Exam (Ch1 – Ch10)  
**Midterm Exam Due on 10/10** | **Midterm Exam Due on 10/10**                                                                                                                                                                                                                                                                                                                                 |

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</table>
| 9 | Oct 11-15 | Ch11 – The Asia Pacific Region  
Ch12 – Global Marketing management: Planning and Organization  
Discussion #6  
Assignment #4 (Ch13-Ch16) | Discussion #6 Due on 10/17  
Assignment #3 Due on 10/17  
Course Project (Part I) Due 10/17 |
| 10 | Oct 18-22 | Ch13 – Products and Services for Consumers  
Ch14 – Products and Services for Business  
Discussion #7  
Course Project (Part II) | Discussion #7 Due on 10/24 |
| 11 | Oct 25-29 | Ch15 – International Marketing Channels  
Ch16 – Integrated Marketing Communications and International Advertising  
Discussion #8  
Course Project (Part II) | Discussion #8 Due on 10/31  
Assignment #4 Due on 10/31 |
| 12 | Nov 01-05 | Ch17 – Personal Selling and Sales Management  
Ch18 – Pricing for International Markets  
Ch19 – Inventive Negotiations with International Customers, Partners, and Regulators  
Discussion #9  
Course Project (Part II) | Discussion #9 Due on 11/07  
Course Project (Part II) Due 11/07 |
| 13 | Nov 08-12 | Course Project Continue (Part III and IV)  
Discussion #10 | Discussion #10 Due on 11/14 |
| 14 | Nov 15-19 | Course Project Continue (Part III and IV) |   |
| 15 | Nov 22-23  
Nov 24-26 | Course Project Continue (All Parts)  
Happy Thanksgiving |   |
| 16 | Nov 29  
Dec 2  
Dec 3-7 | Q&A Session and Preparation of the Final Exam  
Course Project Completion (Part III and IV Due on 11/29)  
Final Examination (Ch11 – Ch19)  
Due on Tuesday, May 7 (before 11:59pm) |   |

The schedule and procedures in this course, as outlined in this syllabus, are subject to change in the event of extenuating circumstances and/or as deemed appropriate by the professor.