

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

RCS 464-01: Global Retail Strategy and Management (3 Credits)
MWF: 10.00 – 10.50 a.m.
Meeting Room: STONE 217
Fall 2023

Co-Instructors: Dr. Kittichai Watchravesringkan
Office: Stone 205
Office Hours: MW: 11.00 – Noon and by appointment
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Required Text: Cateora, Philip R., Money, 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: 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.

Prerequisites: Minimum grade of C (2.0) in RCS 264

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	80 points (10%)
2. Exam 2	80 points (10%)
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	100 points (12.5%)
5. 2 @ Current readings & class reports	80 points (10%)
6. Class attendance & participation	80 point (10%)
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 several 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 two (2) article write-ups (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.

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 (+3) to those who have two absences throughout the entire semester. Those with three class absences will earn no point bonus.

Disability services:

Accommodations: UNC-Greensboro 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 Elliot University Center (EUC) or call 334-5440, or visit its website at <http://ods.dept.uncg.edu,ods@uncg.edu>.

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](tel:336-334-544) or visiting them in Suite 215, EUC.

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 most 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.

Tentative Class Schedule

Date	Topic	Class activity
<u>AUGUST</u>		
Wed. 16	Introduction to Class and Requirements	
Fri. 18	Sign-up sheet for Current Readings Presentation & Sign-up for a group project and select the U.S. retailer and a country.	
Mon. 21	Scope & Challenge of International Marketing (S&CIM)	
Wed. 23	S&CIM	Present Current Readings
Fri. 25	Dynamics Environment of International Trade (DEIT)	In-class Activity # 1
Mon. 28	DEIT	Present Current Readings
Wed. 30	Internationalization of Retailing (IR)	Present Current Readings

SEPTEMBER

Fri. 1	Strategic International Retail Expansion Extended Model and Propositions (SIRE ²)	Present Current Readings
Mon. 4	*** NO CLASS: Labor Day Holiday***	
Wed. 6	IR and SIRE ²	Present Current Readings In-Class Activity # 2
Fri. 8	Cultural Dynamics.	Present Current Readings In-Class Activity # 3
Mon. 11	Cultural Dynamics & Management Style & Business System (CM&BS)	
Wed. 13	& Management Style & Business System (CM&BS)	Present Current Readings In-Class Activity # 4
Fri. 15	CM&BS – Cont.	Present Current Readings
Mon. 18	Recap	Present Current Readings
Wed. 20	Library Workshop: CITI Library	
Fri. 22	Exam 1 – S&CIM, DEIT, Cultural Dynamic, CM&BS, Internationalization of Retailing, SIRE²	
Mon. 25	Political Environment (PE)	Present Current Readings In-Class Activity # 5
Wed. 27	International Legal Environment	Present Current Readings In-Class Activity # 6
Fri. 29	PE and ILE	

OCTOBER

Mon. 2	Developing a Global Vision through Marketing Research	Present Current Readings
Wed. 4	Licensing, Franchising, and Strategic Alliances	Present Current Readings
Fri. 6	Work on your term Project	
Mon. 9	*** No-Class: Fall Break ***	
Wed. 11	Term Project: Section 1 and 2 Due	
Fri. 13	The Asia Pacific Region (APR)	Present Current Readings
Mon. 16	APR – Cont'	In-Class Activity # 7

Wed. 18	Europe, Africa, and Middle Eastern (EAME)	Present Current Readings
Fri. 20	EAME – Cont'	Present Current Readings In-class Activity # 8
Mon. 23	Recap	Present Current Readings
Wed. 25	Exam 2 – Political Environment, ILE, Developing a Global Vision through Marketing Research, LFSA, APR, and EAME	
Fri. 27	Products & Services for Consumers (P&SC)	Present Current Readings
Mon. 30	International Marketing Channels (IMC)	Present Current Readings In-class Activity # 9

NOVEMBER

Wed. 1	***Group Project Consultation ***
Fri. 3	***Group Project Consultation ***

Mon. 6	P&SC and IMC	Present Current Readings
Wed. 8	*** No-Class: ITAA Conference ***	
Fri. 10	*** No-Class: ITAA Conference ***	

Mon. 13	Pricing for International Markets (PIM)	Present Current Readings In-class Activity # 10
Wed. 15	PIM – Cont'	Present Current Readings
Fri. 17	Work on your term project: Part 3 and 4	

Mon. 20	Recap and Term Project Due
Wed. 22	***No class: Thanksgiving Holiday***
Fri. 24	***No class: Thanksgiving Holiday***

Mon. 27	Presentation
Wed. 29	Presentation

December

Wed. 6	Final Exam: P&SC, IMC, PIM, and Presentations: Noon – 3 pm.
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