

University of Pennsylvania- The Wharton School

Special Topics: Retail Merchandising -MKTG 396- 402, 896-402

Syllabus -fall 2013 **Quarter 2 mini course**

Instructor: **Nancy Sheridan**

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Classroom: JMHH 365, Monday 3-6

Office hours: Monday 2-3 by appointment

Course description and objectives:

This course introduces the role of merchandising at various retailers including apparel and other soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning, allocation, and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles, case studies and industry guest speakers.

The objective of this course is to familiarize students with merchandising theory and strategies considered to be current best practices in retailing, and to provide them the opportunity to apply these ideas and methods in course assignments and in the final culminating project.

Reading Materials:

Suggested Text: Donnellan, John, Merchandise Buying and Management, Third Edition, Fairchild Publications, 2007, ISBN# 978-1-56367-5218

Additional reading materials, assignments and slides will be available via **Study.net** and Canvas.

<https://wharton.instructure.com/courses/1172192>

Grading -weighted as follows:

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|---------------------|-----|
| Class participation | 15% |
| Assignment 1 | 15% |
| Assignment 2 | 15% |
| Team Assignment 3 | 20% |
| Final Paper | 35% |

- Class participation includes attendance, preparation and “quality” discussion during the class lecture and thoughtful review of other team presentations.
- Readings and assignments will be given each week and will be due the next, they will be designed to provide practice implementing concepts from the previous class or to prepare students for a guest speaker or class discussion.
- The team assignment and final paper will have several research components providing the students the opportunity to apply the methods and theory learned throughout the course.

Course Schedule:

| Week : | Topic: | Readings: | Assignments : |
|------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| 1) Oct 21 | Course Introduction / Merchandising Theory and Concepts | - week 1 -Articles and links in <i>canvas</i> -Study.net: How This First Lady Moves Markets -text: chapters 1,2,6 | Introduce yourself using the discussion post in <i>Canvas</i> |
| 2) Oct 28 | Retail Forecasts <u>Guest speaker:</u> Marshal Cohen Chief Industry Analyst of The NPD Group | week 2 -Articles and links in <i>canvas</i> -Study.net: J.C. Penney's "Fair and Square" Pricing Strategy -text: chapters 8,12 | Assignment 1 due (15%) |
| 3) Nov. 4 | Financial Aspects of Merchandising | week 3 -Articles and links in <i>canvas</i> -Study.net: J.C. Penney's "Fair and Square" Pricing Strategy -text: chapters 9,10 | |
| 4) Nov. 11 | Merchandise Buying and Planning <u>Guest speaker:</u> Noelle Kerman VP Planning Ralph Lauren | week 4 -Articles and links in <i>canvas</i> -Study.net: Know What Your Customers Want Before They Do -text: chapters 13,14 | |
| 5) Nov. 18 | Product Development <u>Guest speaker:</u> TBA | week 5 -Articles and links in <i>canvas</i> -text: chapters 7 | Assignment 2 due (15%) |
| 6) Nov. 25 | Current Trends in Merchandising | week 6 -Articles and links in <i>canvas</i> -Study.net: Competing in the Age of Omni channel Retailing, The Future of Retail: From Revenue Generator to R&D Engine | |
| 7) Dec. 2 | Current Trends in Merchandising Team Presentations and review | | Team Assignment 3 due (20%) |

*Final Paper (35%) Due December 9, 3:00PM –Submit to Canvas