

University of Pennsylvania- The Wharton School

Special Topics: Retail Merchandising -MKTG 306- 402, 806-402

Syllabus –MKTG 306/806 fall 2015

Instructor: **Nancy Sheridan**

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Classroom: JMHH 260, Monday 3-6

Office hour: Monday 2-3 by appointment (email me to set up)

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, fourth Edition, Bloomsbury Publications, 2014, ISBN# 978-1-60901-490-2

Additional reading materials, assignments and slides will be available via **Study.net** and Canvas. Fall 2015

<https://canvas.upenn.edu/courses/1287637>

Grading -weighted as follows:

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 19	Course Introduction / Merchandising Theory and Concepts	week 1 -Articles and links in canvas -text: chapters 1,2,6	
2) Oct 26	Retail Forecasts <u>Guest speaker:</u> <i>Marshal Cohen</i> <i>Chief Industry Analyst of The</i> <i>NPD Group</i>	week 2 -Articles and links in canvas -text: chapters 8,12	Assignment 1 due (15%)
3) Nov 2	Financial Aspects of Merchandising Teams select topic for 12/7 presentations	week 3 -Articles and links in <i>canvas</i> <u>-Study.net:</u> Terry Lundgren at Macy's, HBS Ron Johnson, HBS -text: chapters 9,10	
4) Nov 9	No class		
5) Nov 16	Merchandise Buying and Planning <u>Guest speaker:</u> <i>Whitney Beckett</i> <i>(Wharton Alum)</i> <i>Director of Digital Buying</i> <i>Cole Haan</i>	week 4 -Articles and links in <i>canvas</i> -text: chapters 13,14	Assignment 2 due (15%)
6) Nov 23	Product Development <u>Guest speakers:</u> <i>Jamie Ross -Creative Director</i> <i>Michelle Rotbart- Trend Analyst</i> <i>The Doneger Group</i>	week 5 -Articles and links in <i>canvas</i> -text: chapters 7	
7) Nov 30	Current Trends in Merchandising	week 6 -Articles and links in <i>canvas</i> <u>Study.net:</u> Competing at the age of Omnichannel Retailing, MIT	
8) Dec 7	Current Trends in Merchandising Team Presentations		Team Assignment 3 due (20%)

*Final Paper (35%) Due December 14, 3:00PM –Submit to Canvas