

University of Pennsylvania- The Wharton School

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

Syllabus –MKTG 306/806 fall 2016

Instructor: **Nancy Sheridan**

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Classroom: JMHH 345, Monday 3-6

Office hour: Monday 2-3 by email appointment

Course description and objectives:

This course introduces the role of merchandising at various retailers with an emphasis on apparel and soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles 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
(Helpful if you have little retail experience)

Additional reading materials, assignments and slides will be available via **Study.net** and Canvas. Fall 2017

<https://canvas.upenn.edu/courses/1328754>

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 24	Course Introduction / Overview of the current landscape	week 1 -Articles and links in canvas -text: chapters 1,2,6	
2) Oct 31	Retail Merchandising Theory, and Concepts Seasonal Retail Forecasts	week 2 -Articles and links in canvas -text: chapters 8,12	Assignment 1 due (15%)
3) Nov 7	Financial Aspects of Merchandising <i><u>Guest speaker:</u></i> <i>Marshal Cohen</i> <i>Chief Industry Analyst of The NPD</i> <i>Group</i>	week 3 -Articles and links in <i>canvas</i> -text: chapters 9,10	Teams member list due for 12/5 presentations
4) Nov 14	Merchandise Buying and Planning Teams select topic for 12/5 presentations	week 4 -Articles and links in <i>canvas</i> -text: chapters 13,14	Assignment 2 due (15%)
5) Nov 21	Product Development <i><u>Guest speakers:</u></i> <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	
6) Nov 28	Trends in Merchandising	week 6 -Articles and links in <i>canvas</i>	
7) Dec 5	Students present Current Trends in Merchandising		Team Presentations Assignment 3 due (20%)

*Final Paper (35%) Due December 12, 3:00PM –Submit to Canvas