

# University of Pennsylvania- The Wharton School

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

## Syllabus –MKTG 306/806 fall 2017

Instructor: **Nancy Sheridan**

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Classroom: JMHH F60, 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 Canvas. Fall 2017

### 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 23	Course Introduction / Overview of the current landscape	week 1 -Articles and links in canvas -text: chapters 1,2,6	
2) Oct 30	Retail Merchandising Theory, and Concepts  Seasonal Retail Forecasts  <i>Guest Speaker</i> <i>Marshal Cohen</i> <i>Chief Industry Analyst</i> <i>The NPD Group</i>	week 2  -Articles and links in canvas  -text: chapters 8,12	Assignment 1 due (15%)
3) Nov 6	Financial Aspects of Merchandising	week 3 -Articles and links in canvas  -text: chapters 9,10	Teams member list due for 12/4 presentations
4) Nov 13	Merchandise Buying and Planning  <i>Guest Speaker</i> <i>Michelle Gaster Wasserman</i> <i>CEO- Adam Lippes</i> <i>(Wharton Alum)</i>	week 4 -Articles and links in canvas  -text: chapters 13,14	Assignment 2 due (15%)  Teams select topic for 12/4 presentations
5) Nov 20	Product Development <i>Guest Speakers</i> <i>Janie Ross - Creative Director</i> <i>Michelle Rotbart - Trend Analyst</i> <i>The Donegar Group</i>	week 5 -Articles and links in canvas -text: chapters 7	
6) Nov 27	Trends in Merchandising	week 6 -Articles and links in canvas	
7) Dec 4	Students present Current Trends in Merchandising		Team Presentations <b>Assignment 3 due (20%)</b>

\*Final Paper (35%) Due December 11, 3:00PM –Submit to Canvas