University of Pennsylvania – The Wharton School

Principles of Retailing – MKTG 2250

Syllabus – Fall (Q1) 2023

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Classroom: JMHH 245, Tuesdays 3:30 – 6:30

Office Hours: Tuesdays or Wednesdays 12-3 (preferably) by email appointment, but other times may also work either in person or via Zoom

Course description and objectives:

This course is meant to be a cross-functional overview of retailing – from types of retailers to current trends and strategies. The format of the class will be a combination of lecture, case discussion, and guest speaker presentations.

The objective is to familiarize students with the retail business model in its various forms – from pure store-based retailers, to digital natives, and everything in-between. Topics will include structures & organizational models, channels & formats, real estate & locations, marketing & customer relationship management, the full merchandising cycle (planning & buying to display & pricing), and operations & technology. This knowledge will be fundamental to careers working for retailers themselves (e-commerce or omnichannel), but also in consulting to retailers, in banking or investing in the retail sector, or even starting their own brand or retail concept.   Those seeking more depth in product design & development, buying, planning, pricing, and visual merchandising should consider taking Retail Merchandising (MKTG 3060). Those seeking more depth in sourcing, distribution, fulfillment, and store/site operations should consider taking Retail Supply Chain Management (OID 6970).

Evaluation will be a combination of in-class participation, an individual assignment of a case analysis, and a fundamental concepts test.

Date	Topic	Assignment	Case	Guest Lecturer / Group Presentations
8/29	Overview of Retailing – History, Structures, Organizations	Case Group 1	The Future of E-Commerce: Lessons from the Livestream Wars in China	Mary Campbell, President vCommerce Ventures, Qurate
9/5	Channels & Formats, Real Estate &	Case Group 2	Amazon: Merging Digital and Physical	Holly Thrasher, Chief Merchandising Officer,

	Locations			Anthropologie
9/12	Marketing & CRM	Case Group 3	Glossier – Co-Creating a Cult Brand with a Digital Community	Jake Pasini, VP Strategy & Analytics, Listrak
9/19	Merchandising – Design, Buying, Planning	Case Group 4	Predicting Consumer Tastes with Big Data at Gap	Michelle Kelly, CEO, Lilly Pulitzer
9/26	Supply Chain – Sourcing, Distribution, Inventory	Case Group 5	SHEIN vs. Zara	Archimedes Stuk, VP Merchandising Operations, Walmart
10/3	Pricing, Promotion, and Visual Merchandising	Case Group 6	Dollar Tree: Breaking the Buck	Ken Bull, COO, Five Below
10/10	Store & Site Operations, Technology	Case Group 7 Take Home Final Exam Available	Iuiga's Challenge: Is Omni-Channel Worth It?	Keith Spirgel, COO, Urban Outfitters
10/17		Take Home Final Exam Due		

Reading materials:

There is no textbook required for this class, however for those with a deep interest
in retailing I would suggest The New Science of Retailing by Marshall Fisher and Ananth
Raman, Harvard Business Press. In addition, I would highly recommend that those
students who have little or no background in retailing consider obtaining a copy of
Retailing Management by Michael Levy, Barton Weitz,11th edition, Irwin- McGraw Hill..

Grading – weighted as follows:
Class Participation   30%
Individual Assignment (Case Write-Up)   35%
Test (Take Home)   35%

- Given the limited number of meeting sessions (six over the course of the quarter, seven for undergrads), attendance is mandatory at all sessions, including the first.

- While I appreciate the idea of taking notes on the lecture slides, past experience convinces me that having laptops (or tablets with keyboards) open in class is a distraction. Therefore, no screens in front of you please. Screens flat on the desk (like an iPad with an Apple Pencil) are acceptable.
- Class participation includes attendance, preparation, and quality questions & discussion during class lecture, case discussion, and guest lecturer Q&A
- The individual assignment is a write-up of answers to three to five questions regarding one of the cases. All students in the class will be randomly assigned one of the seven cases for this assignment. Grading will be based on a rubric published on Canvas.
- The test is a multiple-choice review of the key fundamental concepts learned throughout the semester. The knowledge and facts required will all be in the lecture presentations.