

University of Pennsylvania – The Wharton School

Special Topics: Retail Merchandising – MKTG 3060 - 402, 8060 - 402

Syllabus – Spring (Q3) 2024

Instructor: Bryan Eshelman

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Classroom: JMHH TBD, Mondays 3:30 – 6:30 (To be confirmed)

Office Hours: Mondays 12-3 (preferably) by email appointment, but other times may also work

Course description and objectives:

Meant as a follow-on to Principles of Retailing (MKTG 2250/7250), this course delves more deeply into both the fundamentals and recent trends in the end-to-end retail merchandising process. The format of the class will be a combination of lecture, case discussion, and guest speaker presentations.

The objective is to familiarize students with both the theory and practice of planning, buying, designing, pricing, and displaying merchandise to consumers. 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 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, a fundamental concepts test, and a group presentation.

FALL 2022 DETAILS - SUBJECT TO CHANGE

Date	Topic	Assignment	Case	Guest Lecturer / Group Presentations
Class 1	Overview of Merchandising & the Role of Experience	Case Group 1	Reinventing Best Buy	Mary Campbell, President, vCommerce Ventures, Qurate Retail Group
Class 2	Visual Merchandising – Online, Mobile, and Brick & Mortar	Case Group 2 Team member lists due	Iuiga’s Challenge: Is Omni-Channel Worth It?	Michelle Kelly, CEO, Lilly Pulitzer
Class 3	Financial Overview – Retail Math,	Case Group 3 Team topic	Dollar Tree: Breaking the Buck	Ken Bull, CFO, Five Below

	Planning, and Wall Street	selection due		
Class 4	Assortment Development & Optimization in the Digital World	Case Group 4	Wayfair	Michael Fleischer, CFO, Wayfair
Class 5	Pricing & Promotion	Case Group 5	What Business is Zara in?	Group Presentations (Non-MBAs)
Class 6	Product Design, Development, Speed & Fast Fashion	Case Group 6	Quincy Apparel	Brendan Hoffman, CEO, Wolverine Worldwide
Class 7	Buying & Vendor Relations	Case Group 7 Take Home Final Exam Available	SHEIN vs. Zara	Group Presentations (MBAs)
Final		Take Home Final Exam Due		

Reading materials:

Additional materials will include case studies, links to which will be available along with all in-class presentations via Canvas.

Grading – weighted as follows:

Class Participation	30%
Individual Assignment (Case Write-Up)	20%
Test (Take Home)	20%
Group/Team Project	30%

- 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.
- 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.

- The team assignment will provide an opportunity for students to research and present an emerging trend or innovation in retail, linking it to retail fundamentals learned throughout the course. Grading will be based on a rubric published on Canvas.