

**UNIVERSITY OF KENTUCKY**  
Independent Study Program  
Lexington, KY 40506

**Marketing 320**  
**Retailing and Distribution**

**19 Assignments**  
**3 Semester Hours**

This Independent Study Course in Retailing and Distribution was prepared by:

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**Purpose of this Course**

This course offers an overview of the activities found in retailing, strategy related to retailing, merchandise management and store management. The activities involved in this course range from presenting and discussing differences between store-based versus electronic retailing, strategies related to the financial and location success of a retailing store, and managing a store's layout, design and customer service. Through this broad range of topics, the student gains a deep understanding of the breadth and depth of topics found in retailing and distribution in addition to learning applicable managerial responsibilities and implications related to this interesting field. Secondly, during this process this course will help the student become a much more informed and knowledgeable consumer, never quite looking at the retail process the same way.

**Required Text**

Levy, Michael and Barton A. Weitz (2001), *Retailing Management*, 4<sup>th</sup> Edition, McGraw Hill

**Reference Sources**

For the student who wishes to remain current in the field of marketing, the following journals/periodicals are available in the public library: *The Wall Street Journal* ([www.wsj.com](http://www.wsj.com)), *Forbes* ([wwwforbes.com](http://www.forbes.com)), *Fortune* ([wwwfortune.com](http://www.fortune.com)), *Business Week* ([www.businessweek.com](http://www.businessweek.com)), *Marketing News* ([www.marketingpower.com](http://www.marketingpower.com)) and the *Harvard Business Review* ([www.hbsp.harvard.edu/products/hbr/](http://www.hbsp.harvard.edu/products/hbr/))

## Course Content

This course will take a managerial approach with an emphasis on problem solving and decision-making. The four principle areas of study include:

Area 1: The World of Retailing

Area 2: Retailing Strategy

Area 3: Merchandise Management

Area 4: Store Management

## Assignments

Each chapter assignment is outlined with key objectives and key terms for each chapter. These objectives and key terms are meant to serve as an outline and study aid for key points for each chapter but are not all-inclusive (i.e., some key points will not be listed in this section but are still required for full understanding of the assignment). In addition to these study aids, each chapter will also have two sections which the student will turn in for each chapter—two (2) essay questions and fifteen (15) multiple choice questions. Therefore, this course consists of 19 total assignments corresponding to the 19 chapters in the text. Each assignment consists of reading the chapter in the text including cases, understanding the objectives and key terms, and then answering two essay questions and 15 multiple-choice questions for each chapter. Each essay will be worth 20 points and each multiple choice question is worth 4 points, for 100 points total for each assignment.

The assignments you submit should consist of the original multiple-choice questions (including your answers) taken from the assignment book and the answers to the essay questions written on paper you provide. Please staple the multiple choice questions to your essays answers to prevent separation in transit. Each assignment will be returned to you after grading.

Please write the complete essay question above your answer. When answering essay questions, please do not just copy directly from the text but instead use your own words and thoughts based on the chapter's readings. Copying directly from the text using the author's words is a form a plagiarism and is a violation of the student ethics and will result in punishment in accordance with University guidelines.

Type or write your answer clearly, double-spaced, in ink on 8.5x11 paper. Please only use one side of the paper.

## Grades

The 19 assignments account for 50% of your grade. The final exam counts for 50% of your grade. You must have a passing grade on each of the two grades. In other words, the sum of your 19 assignments must be above passing, and you must pass the final exam. The assignments are discussed in the assignment section of this study guide. The final exam is worth 100 points. For the final exam, you will have 50 multiple-choice questions worth 1 point each (approximately two or three questions per chapter) and two essays worth 25 points each.

## Course Outline

### Assignment

Number	Topic	Chapter
<b>Part 1</b>		
1	Introduction to the world of retailing	1
2	Store Based Retailing	2
3	Electronic and non-store retailing	3
4	The retail customer	4
5	Consumer buying behavior	5
<b>Part 2</b>		
6	Retail Market Strategy	6
7	Financial strategy	7
8	Retail locations	8
9	Site selection	9
10	Organization structure and human resource management	10
11	Information systems and supply chain management	11
<b>Part 3</b>		
12	Planning merchandise assortments	12
13	Buying systems	13
14	Buying merchandise	14
15	Pricing	15
16	Retail Communication mix	16
<b>Part 4</b>		
17	Managing the store	17
18	Store layout, design and visual merchandising	18
19	Customer service	19