

UNIVERSITY OF KENTUCKY

Independent Study Program

Lexington, KY 40506

Marketing 320

Retailing Management

3 Semester Hours

19 Chapter Multiple Choice Assignments

4 Comprehensive Written Assignments

1 Final Exam

This Independent Study Course in Retailing Management was prepared by Tatiana L. Levit, MBA, Doctoral Student of Marketing, 445 G, Gatton College of Business and Economics and is being taught by Jessica "Holly" Hapke.

Purpose of this Course.

The purpose of this course is to critically analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed; and to provide a foundation for those students who plan to work in retailing or related disciplines

Required Text.



The text for this course is Retailing Management 6e by Levy and Weitz, Irwin/McGraw Hill, 2006.

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, Forbes, Fortune, Business Week, Marketing News, Marketing Management and the Harvard Business Review.

Assignments.

This course consists of 19 multiple choice assignments corresponding to the 19 chapters in the text. Each assignment consists of reading the text, understanding the objectives and key terms, and answering 20 multiple-choice questions for each chapter. Always keep a copy of your answers for yourself, and send the bubble sheet to the Independent Study Office. Each assignment is worth 100 points.

Besides multiple choice assignments, there are 4 written assignments which correspond to the 4 sections in your textbook. Each written assignments should be completed after the student receives grades for all the multiple choice assignments in the section. The written assignments should be typed and formatted according to the guidelines provided (for requirements see page 14 of this guidebook). Please type each essay question before your answer. E-mail these assignments to your instructor as an attachment. Each assignment is worth 100 points.

How to submit assignments.

Each of the 19 multiple choice assignments should be submitted on a bubble sheet and sent to UK Independent Study Office. They will be processed by computer, usually on the same day.

Each of the written assignment should be e-mailed to your instructor at jhapk2@uky.edu and istudy@uky.edu. Your written assignment (attachment) should start with the following heading:

Your Name	MKT 320
Your Six-Digit Enrollment #	Assignment A, B, C, or D

Please use the following format when submitting your assignments through email:

TO:	istudy@uky.edu , jhapk2@uky.edu
SUBJECT:	MKT 320 – Assignment A, B, C, or D – Your Name – #XXXXXX

Your instructor will give personal attention to each written assignment, so expect a 2-week delay. However, you can proceed with the next section.

The final exam is to be taken at UK Independent Study Office, unless other arrangements are made.

Grades.

Scale	%
A	90 - 100
B	80 - 89.9
C	70 - 79.9
D	60 - 69.9
E	< 60

40% - Average of 19 Multiple Choice Assignments

10% - Written Assignments A

10% - Written Assignments B

10% - Written Assignments C

10% - Written Assignments D

20% - Comprehensive Final Exam

Final.

The final exam is comprehensive and is worth 100 points. For the final exam, you will have 100 multiple-choice questions worth 1 point each (approximately five questions per chapter).

Your instructor suggests the following strategy to prepare for the final:

- 1) Review the written questions and answers you provided (pay attention to your instructor's comments).
- 2) Review multiple choice questions. Try taking them again and refer to the book if you forgot a particular topic.
- 3) Review chapter objectives (found at the beginning of each chapter in your textbook).
- 4) Review chapter terms (found at the end of each chapter in your textbook). Also you might find the glossary in the end of your textbook very useful.

GOOD LUCK!

MKT 320
Retailing Management
Assignments

Section	Assignment Number	Book Chapters
Section I THE WORLD OF RETAILING	Assignment 1	Chapter 1 Introduction to the World of Retailing
	Assignment 2	Chapter 2 Types of Retailers
	Assignment 3	Chapter 3 Multichannel Retailing
	Assignment 4	Chapter 4 Customer Buying Behavior
	Assignment 5 Written Assignment A	Section I Chapters 1-2-3-4
Section II RETAILING STRATEGY	Assignment 6	Chapter 5 Retail Market Strategy
	Assignment 7	Chapter 6 Financial Strategy
	Assignment 8	Chapter 7 Retail Locations
	Assignment 9	Chapter 8 Retail Site Location
	Assignment 10	Chapter 9 Human Resource Management
	Assignment 11	Chapter 10 Information Systems and Supply Chain Management
	Assignment 12	Chapter 11 Customer Relationship Management
	Assignment 13 Written Assignment B	Section II Chapters 5-6-7-8-9-10-11
Section III MERCHANDISE MANAGEMENT	Assignment 14	Chapter 12 Managing Merchandise Assortments
	Assignment 15	Chapter 13 Merchandise Planning Systems
	Assignment 16	Chapter 14 Buying Merchandise
	Assignment 17	Chapter 15 Retail Pricing
	Assignment 18	Chapter 16 Retail Communication Mix
	Assignment 19 Written Assignment C	Section III Chapters 12-13-14-15-16
Section IV STORE MANAGEMENT	Assignment 20	Chapter 17 Managing the Store
	Assignment 21	Chapter 18 Store Layout, Design, and Visual Merchandising
	Assignment 22	Chapter 19 Customer Service
	Assignment 23 Written Assignment D	Section IV Chapters 17-18-19