

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

<p>School of Business RTMG300 Retail Strategy Credit Hours: 3 Hours Length of Course: 8 Weeks Prerequisite: None</p>
--

Please see the **Lessons** area in the classroom for additional course specific information

Table of Contents

Course Description	Course Scope	Course Materials
Course Objectives	Course Outline	Course Delivery Method
Academic Services	Policies	Turnitin.com

Course Description (Catalog)

Students in this course will use analytical techniques for diagnosing the competitive position of retail focused strategy and to discover specific retail options. They will discover the strategic perspectives of retail management by examining essential concepts in the retailing industry, determining and calculating how retail businesses increase returns, and determining ways they create economic value for owners and stakeholders. Students will contrast how today's managers assess and implement strategies and apply planning used by successful retailers. They will explore the retailer's role in society providing insights as to how consumers behave as shoppers, what retailers do to create demand as well as their role in satisfying customer demands. In addition, students will discuss strategy from the perspective of planning for success as well as identifying challenges and problems that occur when retailers do not react to rapid changes in the marketplace to remain competitive and meet the ever-changing demands of the consumer.

Course Scope

In this course, students will examine the functions and applications of various retail strategy theories in the areas of planning, organizing, staffing, directing, leading, and controlling. The students will determine the needs of today's managers in assessing and implementing retail strategies used in the management of information technology, financial, and human resources in the workplace. They will demonstrate the ability to recognize the importance of retail strategy in the global environment in addition to evaluating and applying retail strategy

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

concepts to strategic issues impacting the effectiveness of the managers in today's competitive and global organizations.

Course Materials

Required Course Textbooks

Book Number	Authors	Book Title	Publication Info	ISBN
RTMG300 (1)	Miller	Retail Strategy	New York, NY: McGraw-Hill	9781121116962

Textbook in APA format:

Walker, J., & Mullins, O. (2010). *Marketing strategy: A decision focused approach, 7th Edition*. New York, NY: McGraw-Hill.

and

Peter, P., & Donnelly, J. (2006). *Marketing management 10th Edition*, New York, NY: Mc-Graw-Hill.

Course text is available via VITALSOURCE.

Validate your carts with EdMap and you will receive instructions on how to access the e-book. There is no link to provide in the classroom.

Information on the new bookstore and other helpful information, including a video on how to validate carts, is available here: <http://apus.campusguides.com/bookstore>

Required Readings

See Course Outline

Course Objectives

After successfully completing this course, you will be able to

LO1: Analyze the importance of strategy in retailing.

LO2: Differentiate strategies for increasing return on investment in a retail organization.

LO3: Examine the use of technology in a retailing strategy.

LO4: Evaluate theories of planning, organizing, staffing, directing, leading, and controlling of retail strategies used by successful retailers in today's global economy.

LO5: Conduct a consumer behavior analysis.

LO6: Devise a set of strategic actions to address retail marketplace changes.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

LO7: Examine the various types of retail organizational strategies.

LO8: Analyze techniques for diagnosing the competitive position of retail focused strategy.

Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

<u>Week</u>	<u>Topic</u>	<u>Learning Objectives</u>	<u>Readings</u>	<u>Assignment</u>
1	Introduction to Retail Strategy	1	Walker & Mullins, Chapter 1 Marshall & Johnston, Chapter 1	Introduction, Forum Forum 1, Strategy Formulation
2	Increasing Returns	2	Walker & Mullins, Chapter 4 Chapter 5 Chapter 6	Paper Topic Forum 2, Increasing Returns Quiz 1 covering readings through this week.
3	Implementing Strategy	3	Walker & Mullins, Chapter 12	Assignment,

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses that has not yet started. If you need to verify course textbooks, please refer to the online catalog on through your student portal. This syllabus is proprietary material of APUS.

				Forum 3, Technology
4	Theories of Strategy Management	4	Walker & Mullins, Chapter 8 Chapter 9 Chapter 10 Chapter 11	Forum 4, Success Paper Outline Quiz 2: Covering readings between Quiz1 and Quiz 2 including this week
5	Consumer Behavior	5	Peter & Donnelley, Chapter 3	Assignment, Exploring Consumer Behavior Forum 5, Satisfying Consumer Demands
6	Change Management	6	Walker & Mullins, Chapter 2 Chapter 3	Forum, Solutions for Reacting to Marketplace Change Quiz 3: Covering readings between Quiz 2 and Quiz 3.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

7	Strategic Perspectives	7	Levy & Weitz, Chapter 5: Chapter 6:	Forum 7, Collaboration Strategy Final Paper
----------	------------------------	---	--	--

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

8	Diagnosing and Problem Solving in Strategic Retail	8	Walker & Mullins, Chapter 13	Forum 8, Final Thoughts
---	--	---	------------------------------	-------------------------

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

proper “Netiquette” must persist. Remember that you are in a place for the rewards and

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.