



Master in Business Administration
School Year 2020-2021
Course Outline

Schools	W. Sycip Graduate School of Business (WSGSB) / Zuellig School of Development Management (ZSDM)		
Department	Marketing		
Course Title	Retail Marketing		
Units	1		
Term	Regular Elective Term		
Faculty	Prof. Rebecca R. Ricalde		
Email Address	rricalde@aim.edu		
Consultation Hours	By appointment		
Department Staff	Cris Candelaria	Program Staff	Kat Afable
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Extension Number	3102	Extension Number	1804/1809/1830

A. Course Description and Goals

Retail marketing is the application of marketing functions in distribution of goods to the customers. In today's competitive environment, retailers should think beyond selling goods. This course will guide students on how retail marketing is aligned with customer's journey: crafting campaigns and promotion to engage customers, developing seamless experiences in purchasing, creating after-sales services and strategies to grow and build a loyal customer base. In addition, Retail Marketing will also discuss tools and strategies, such as Customer Relationship Management, Private Label Development, Onsite/Instore Execution and Channel and Assortment Planning, to help businesses be more competitive.

As today's new normal challenges how physical stores operate, this course explores how retail marketing needs to be experience-focused and how it needs to evolve into digital thru omnichannel strategies.

B. Pre-requisites

C. Course Learning Outcomes

At the end of this course, students will be able to

1. Understand recent trends and challenges in the retail industry as customers shift to digital channels in their path to purchase
2. Evaluate customer growth and loyalty thru effective omnichannel strategies, customer relationship management and loyalty programs
3. Analyze how channel, category and assortment planning can improve the customer experience
4. Examine how retailers and brands can excite customers by with successful in-store and onsite marketing campaigns

5. Discuss entrepreneurial tactics such as such as private label, digitally native vertical brands, personalized e-commerce and experience-based retailing that build competitiveness
6. Create an innovative Retail Marketing plan for brands that need to advance their strategies for reaching customers

D. Contribution to Program Learning Goals

Course Learning Outcomes	MBA Program Learning Goals
2 to 6	1. Students will be analytical, critical, and logical thinkers.
5 to 6	2. Students will be effective communicators.
1 to 6	3. Students will be effective and ethical leaders and team players.
1 to 6	4. Students will effectively manage the interaction of various functional areas.
1 to 5	5. Students will have adequate understanding of Asian and global businesses.
-	6. Students will be numerate.

E. Learning Methodology

- Class discussions, lectures, case discussions and recent academic articles
- Industry speakers
- Group Project

F. Grading Criteria

	Weight
Class Participation	50%
- Active participation during class and in discussion boards	
Reflection Paper – Individual (5)	50%
- Students will answer 2-3 questions on assigned articles or talks from guest speakers that supplement class discussions	
Total	100%

G. Student Responsibilities and Conduct

Students are expected to conduct themselves with the utmost professionalism in all classes. Information and policies on student responsibilities and conduct, including dysfunctional behavior (such as attendance, plagiarism, cheating, etc) and grievance procedures are in the Student Handbook.

H. Course Schedule					
Session	Topic	Learning or Case Materials	Copyright date	Readings	Requirements or Submissions
1	Introduction to Retail Marketing	Articles: How COVID Will Change the Way We Shop By Knowledge at Wharton (knowledge.wharton.upenn.edu)	May 2020	#1 - #5	
	Trends and Challenges in the Industry Customer-focused, not product-focused Retail	Growth Opportunities for Brands During the COVID-19 Crisis By Jonathan Knowles, Richard Ettenson, Patrick Lynch and Joseph Dollens (sloanreview.mit.edu)	May 2020		
2	Omnichannel Strategies	Case: Showrooming at Best Buy By Thales Teixeira and Elizabeth Anne Watkins (hbsp.harvard.edu)	November 2015	#1, #2, #4	Reflection Paper #1 Due:
	The Evolving Customer Journey Seamless Purchase Experience				
3	Channel and Category Planning	Article: Walmart: Navigating a Changing Retail Landscape By Michael E. Porter, Jorge Ramirez-Vallejo (hbsp.harvard.edu)		#1, #2	
	Point-of-Purchase Engagement				
4	Category Management	Audio Article: Freakonomics Podcast: Should America Be Run by Trader Joe's	November 28, 2018	#2	Reflection Paper #2

	Assortment Planning Private Label Brands	By Stephen J. Dubner https://freakonomics.com/podcast/trader-joes/			Due:
5	In-Store and Onsite Marketing Execution	Talk from Guest speaker on Instore and/or Onsite Merchandising or assigned Case		#1, #2	
6	Elements of a Successful E-Commerce Mega-Campaign	Article: For Alibaba, Singles Day is About More Than Huge Sales By Quy Huy (hbsp.harvard.edu)	December 11, 2019	#1, #2	Reflection Paper #3 Due:
7	Customer Growth and Loyalty Customer Relationship Management	Case: Starbucks' Loyalty Reigns By Meghan Murray (hbsp.harvard.edu)	September 2016	#2, #3	
8	Innovations in Retail Digitally Native Vertical Brands (Direct-to-Consumer Brands)	Case: Dollar Shave Club: Disrupting the Shaving Industry By Jamie Anderson, Karin Kollez-Quetard, Nader Tavassoli (hbsp.harvard.edu)	July 2018	#2, #4, #5	Reflection Paper #4
9	Personalization in E-Commerce	Article: Stitch Fix's CEO on Selling Personal Style to the Mass Market	May 2018		

		By Katrina Lake (hbr.org)			
10	Experience-based Retail	Multimedia Case: Eataly: Reimagining the Grocery Store By Sunil Gupta, Michala Addis, Ruth Page (hbsp.harvard.edu)	January 2015	#2 - #5	Reflection Paper #5

References

References:

1. The New Science of Retailing by Marshall Fisher and Ananth Raman - 2010
2. The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruptions by Barbara Kahn - 2018
3. Customer Centricity: Focus on the Right Customers for Strategic Advantage 2nd Edition by Peter Fader – 2012
4. How to Win in an Omnichannel World by David R. Bell, Santiago Gallino and Antonio Moreno (MIT Sloan Management Review)- 2014
5. Adapting to the Next Normal in Retail: The Customer Experience Imperative by Holly Briedis, Anne Kronschnabl, Alex Rodriguez and Kelly Unerman (McKinsey & Company) May 2020
6. Article Collection Spotlight: The Loyalty Economy by Rob Markey, Daniel McCarthy and Peter Fader (Harvard Business Review) January-February 2020

Course Schedule (Philippine time):

October 13 and 15, 2020 – 8:00PM to 9:20PM
October 20 and 22, 2020 – 8:00PM to 9:20PM
October 27 and 29, 2020 – 8:00PM to 9:20PM
November 10 and 12, 2020 – 8:00PM to 9:20PM
November 17 and 19, 2020 – 8:00PM to 9:20PM