



UNIVERSITY of HAWAII*
KAPĪ'OLANI
COMMUNITY COLLEGE

MKT 235 : Principles of Merchandise Management
Course CRN: 34161- Hybrid
Spring 2012 last update: 1/22/12

Instructor: Faustino "Dag" Dagdag

Office: Kopiko 110 **Office Phone:** 734-9444

E-mail: dagdagf@hawaii.edu

Office Hours: Mon: 12:30pm-1:30pm Kopiko 110
Wed: 12:30pm-1:30pm On-line only
2:00pm – 3:00pm Kopiko 110
Thur: 8:45am -9:45am WAFC Manoa only
2:00pm – 3:00pm Kopiko 110
And by appointment

Classroom location: Kopiko 104

Time: Monday 1:45 pm – 3:00 pm

Text: Management of Retail Buying

Cash, Thomas, Wingate & Friedlander, 2006, Wiley & Sons Inc.

General Course Objectives:

Upon Successful completion of this course, the student should be able to:

1. Apply concepts and principles of effective merchandising
2. Know the different roles of the retail buyer
3. Describe the buying process
4. Explain the importance of positive vendor relationships
5. Demonstrate negotiating skills
6. Apply concepts and principles of inventory management and shrinkage
7. Describe the components of an open-to- buy system
8. Compute inventory turnover

9. Understand the legal aspects of government regulations
10. Prepare a buying plan and a sales projection
11. Construct a merchandise and an assortment plan
12. Identify professional and ethical business practices

MKT-235 COURSE READING ASSIGNMENTS and ACTIVITY DEADLINES:

January classes

Week 1: Jan 9 : Introduction & Team Assignments / Team Development
Marketing Basics & Team Building fundamentals

Week 2: Jan 16: **Martin Luther King Holiday – no class**

Chapter 1: Overview of Retail Buying
Chapter 2: The Roles of Buying Groups

Week 3: Jan 23: Chapter 3: Understanding the Consumer
Chapter 4: Merchandise Assortments – part 1

Week 4: Jan 30: Chapter 4: Merchandise Assortments – part 2
Chapter 5: Planning and control – part 1
Individual Case study released on-line assignment

February classes

Week 5 : Feb 6: **On-line Quiz #1 – Chapters 1- 4 only:
Available on February 6 starting at 8am will be
available until 11pm.**

Team reports and updates
Chapter 5: Planning & Control

Week 6: Feb 13 **FIRST EXAM: CHAPTERS 1- 4 only**

Chapter 6: Technology and Internet Commerce in
Retailing – on-line only

Week 7: Feb 20: Holiday : Presidents Day – No Class

Chapter 7: Choosing Vendors – on-line only
Chapter 8: International Vendors – on line only

Week 8: Feb 27: Presentation 1: What is the KCC product and target markets

March Classes

Week 9: Mar 5 Chapter 9: Translating Plans into Purchases

**Week 10: Mar 12 On-line Quiz #2 – Chapters 5 - 8 only:
Available on Mar. 12 starting at 8am will be available until 11pm.**

Chapter 10: Negotiating the Buy
Negotiating technique exercise

Week 11: Mar 19 SECOND EXAM: CHAPTERS 5 – 8 only

Week 12: Mar 26 – Mar 30: SPRING BREAK

April Classes

Week 13 : Apr 2: Presentation 2: What is the KCC Brand and communication message to target markets

Chapter 11: The Buyers Order and Vendor Relations – on-line only

Chapter 12: Pricing and Selling part 1

Week 14 : April 9: Chapter 12: Pricing and Selling part 2

Week 15 : Apr 16: Case Study Challenge
e-café Student Feedback Survey

Week 16 : Apr 23: All Team Written Merchandising Plan Submittals due.

On-line Quiz #3 – Chapters 5 - 8 only: Available on Apr. 23 starting at 8am will be available until 11pm. – Chapters 9 – 12 only

Final development team meeting

Week 17 Apr 30: Presentation of KCC Marketing Kit

May Classes

Week 18: Date and Time to be announced

Required Text and Selected Reading Articles

The assigned text is required for the course. Instruction and discussions will be centered on the chapters in the text. In addition to the text assigned readings from articles primarily from the American Management Association will be assigned. Examinations and quizzes will be developed from text, assigned reading, instructional lectures, instructor chapter comments and on-line discussions.

Lecture PowerPoint slides:

To help you focus on the text material for each chapter the Complete PowerPoint slides used in the face to face lecture portion are edited to provide focus to pinpoint areas of importance. The complete set of chapter slides can be found on the “Modules Tab” under the appropriate chapter.

WARNING:

Do not substitute the PowerPoint slides for the text or lectures. These slides are discussion points to further stimulate your thought processes during the weekly class sessions. Test questions, chapter quizzes and case studies will require that you **READ** the text in its entirety and **ATTEND** the class sessions.

ATTENDANCE and In- class Participation:

- Regular Class Attendance and promptness is expected and will be reflected in your final grade (See grading criteria on page 3). **Promptness** will be measured as being in the classroom at the start of the session.
 - **No Shows and Stop Attending:**
Students who disappear without formally dropping the course will receive the grade of “**F**” at the end of the semester.
 - **In instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so will adversely affect their final grade.**
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Limited Timed On-line Quizzes:

There will be **3 on-line chapter quizzes** The quizzes are designed to prepare the student for upcoming exams. Quiz dates are listed in the syllabus and will be administered during the indicated dates and times on the Lualima course site. Each quiz will be worth **10** points for a total of **30** points for all quizzes

All on-line quizzes are limited timed quizzes with only one timed session for the quiz and you will have only one opportunity to submit the answer to the question. The quiz will be assigned a time range in which the student may take the quiz within a given day that is indicated on the syllabus. At the end of that time range the quiz will be automatically withdrawn from the Lualima site. If a student fails to take the quiz within the given time range the student will be deemed to have missed the quiz. Missed quizzes cannot be made up.

The quizzes will be timed . Once a student begins the quiz an automatic timer begins at the end of the 10 minutes the quiz will automatically stop. So a student needs to submit their completed quiz before the time expires.
Students are held **fully responsible** for knowing quiz dates & times as indicated on the course syllabus.

Warning:

Not studying for the quiz will be detrimental to your grade. Based on the nature of the quiz questions and the limited time in which to complete the quiz you will not have sufficient time to search for the answers in your text. Not studying with the hope that you can find the answers in the text is **NOT** a sound strategy. You will probably run out of time with this strategy which would severely impact your score.

The instructor is not responsible to issue any warning on upcoming quizzes, **except changes** to the original quiz date or time if necessary.

All quiz questions will be derived from the assigned text, supplemental reading, lectures and discussions (in class and on line).

A student is required to take **ALL 3 QUIZZES** to be eligible to receive a passing grade for the course.

Warning:

If you are unable to complete and submit an on-line quiz due to failure of your personal computer equipment or access to your personal system will not constitute reasons to make up a quiz.

In Class Face to Face EXAMINATIONS:

There will be 3 examinations for the semester. **All 3 exams will be administered in the classroom** on the date & time indicated in the syllabus. Each exam will cover multiple chapters as indicated in the syllabus.

Students are held fully responsible for knowing exam dates & time. The instructor is not responsible to issue any warning regarding upcoming exams, **except changes** to the original exam date or time as shown in the syllabus. All exam questions will be derived from the text, lectures, supplemental reading and video presentations.

A student is required to take **ALL 3 EXAMINATIONS** to be eligible to receive a passing grade for the course.

NO MAKE UP EXAMS:

Make up exams **are not permitted** unless the cause for an exam absence is extreme, e.g, severe sickness requiring medical attention and verifiable to the

instructor. In such a situation the instructor would require a written confirmation of the medical condition from the attending medical source.

In the extreme event that a makeup exam is allowed by the instructor. The instructor has the option of deducting penalty points from the exam for the tardiness of taking the exam. The point deduction will be severe, so all efforts should be made to take the exam at the appointed date & time.

Any make up exam will be taken in a proctored setting.

Team & Individual Case Study Challenges

Marketers must be able to view a situation and make decisions as to what would be the best course of action to satisfy customers and maximize profitability. This often forces a marketer to take at certain times opposing viewpoints from the main stream. To sharpen your thinking skills there will be two case studies. The first will be a team oral debate case study and the second will be an individual online case study.

Team Oral case study debate:

This required activity is designed to sharpen your collaborative, competitive, creative and competence skills. In the Team case study challenge the class will be given a case study the case study may be written or it may be a video case study. Each team will then be given by the instructor a specific frame of view to take and pursue as they expound on their position on the case study. The team will then present their oral argument as to why their view is the right and best position. Debate date is provided in the syllabus.

Oral challenge format:

Each team will have 10 minutes to state their case with 5 minutes of rebuttal from the class. The team will also submit a written outline of the argument. All team members must be present to make the presentation or field questions. Team members missing from this challenge will not earn points for the challenge.

Individual on-line case study:

The marketing professional must constantly be able to solve management / employee / organizational / customer/ market problems. A case study will be assigned as indicated in the syllabus schedule. You are to utilize concepts from the chapters we have already covered to present your solution to the case. The case study response will be graded from 0-10 points. The points you receive will be determined by the quality and completeness of your answer utilizing the concepts in that chapter.

Submittals for the case study are time sensitive, failure to submit a case response on time will result in a missed assignment. Missed case studies cannot be made up

Student Teams and Team Collaborative Projects:

The class will be divided into student project teams. Students in the class will be randomly assigned to two student teams. Each team is described below:

Home Team:

Your home team will be your permanent team throughout the semester. This team will be responsible for producing the “Formal Management Retention Plan”. This team will consist of all the students in the class

Visiting Team:

Your visiting team will be a temporary team assembled to produce a short collaborative assignment. Team size will depend on class size and assignment requirements. Each student team member will earn grading points based on 2 criteria: (1) points awarded by the instructor. The points will be awarded based on how effective the team was in meeting the requirements of the project as well as content presentation, content logic, creativity, class participation, and finally professionalism and quality of the delivery will be key factors in the final grade. (2) Points awarded by their fellow team members to rate the individual’s performance and productivity as a team member.

TEAM SEMESTER PROJECT: KCC Marketing Kit

This semester you will be involved in developing a comprehensive merchandising plan in the form of a KCC Marketing Kit. This project will give you an exceptional and rare experience in developing an actual merchandising plan for Kapi’olani Community College.

The class will be acting as a merchandising strategic team. The team will be divided into smaller functional teams to complete smaller tasks whose results will be needed for the larger objectives of the project. The merchandising plan will be developed in 3 parts as described below.

Part 1: KCC the product and the target markets. The first part of the project is to determine what is the “KCC product” and what is its target markets. A written as well as an oral presentation will be submitted and delivered on the designated day indicated in the syllabus.

Part II: The top of mind “Brand” message and targeting strategy. The second part is determine what is KCC’s brand and the message that should be delivered to each of the target segments and what would be the strategy to accomplish the

delivery. A written as well as an oral presentation will be submitted and delivered on the designated day indicated in the syllabus.

Part III: Completed KCC Marketing Kit plan

The final part is the completed Marketing Kit. The information from Part I and Part 2 as foundation team will develop and create a comprehensive KCC merchandising plan. The goal of the plan is the development of a Communication Packet that will inform, educate and persuade it target audience to take action.

The final structure will address the following areas. The plan will be constructed in a formal business plan format.

Strategic Plan

- Executive summary
- Vision and Mission statements
- Business and industry profile
- Industry analysis

Business Strategy

- SWOT analysis
- Complete competitive analysis and strategy
- Product to be sold
- Product or service life cycle

Marketing Strategy

- Target Market and Segment
- Market environment analysis
- Promotional activities
- Pricing and margin strategies
- Branding Strategy
- Merchandising and distribution strategy
- Unique selling proposition

Loan or investment proposal

- Amount requested
- Purpose & use

An **oral** and a **written presentation** of the merchandising (KCC Marketing Plan) plan will be presented by the student team. Team presentation dates are indicated on the syllabus. Aside from presenting orally to the class, a team comprehensive merchandising plan will be typed and submitted in **hard copy** form on the designated date on the syllabus. Electronic submittal of the completed plan will **NOT** be accepted.

All team members are required to be present and participate during the oral presentation. Visual aids are highly recommended. Content presentation, content logic, creativity and class participation, and finally professionalism in the delivery of the oral and written presentation will be key factors in the final

Meeting / Chat Rooms

To assure that work on the project is on track Lulima "Chat Rooms" will be set up and will be used as official meeting rooms. The rooms are to be used to conduct your official meetings that will be monitored for progress. This does not mean that you will not hold other meetings outside of class time; it will mean that everyone will be on the same page at the same time. All rooms are recorded so events can be tracked for accuracy and accountability.

Lulima: UH on-line System

The course content is delivered through a combination of On-line and face to face formats resulting in a blended or Hybrid system for instruction and learning.

Lulima will be exclusively utilized for dissemination of course material such as lectures, assignments, supplemental reading, case studies, team exercises and quizzes. Course activities will also be communicated through Lulima. It will also be heavily relied upon for communication purposes between instructor and students, but it's most important communication role is between students and their fellow team members. Much of the team projects will require or utilize on-line communication such as virtual meetings and posting of projects work in progress and course work submittals to the instructor via Lulima.

Lulima for this course will be accessed through the following web address:
Lulima @ Hawaii.edu log in by using your University of Hawaii e-mail log on user name and password. The site will open up to your courses click on MKT-235 and you will see the course site.

If you do not have an official UH student e-mail account you must have one setup.

"If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office, Iliahi 113, 734-9552 , or email kapdss@hawaii.edu for assistance."

For academic advising for Business Legal and Technology student please contact the BLT educational advisors:

Cynthia Kimura at ckimura@hawaii.edu ph: 734-9107 office: Kopiko 109
Melvin Jadulang at melvinj@hawaii.edu ph: 734-9017 office: Kopko 111

Class Room Restrictions:

While the class is in session:

- No Eating of food or Drinking of beverages
- Smoking is prohibited within class and observance of the State of Hawaii smoking laws will be upheld.
- No use of Mobile phones, PDA's, I-Pods or other hand held communication devices while class is in session.
- No use of the internet is allowed while class is in session other than in approved class projects as given by the instructor.
- Recording by Students for Study Purposes.
With the prior permission of the instructor and the consent of other students in attendance, an enrolled student may make an audio or video recording of the lecture or class presentations only for the purposes of individual or group study with other students enrolled in the same class. Students must obtain prior permission from the instructor each time they wish to make a recording. The instructor must assure that each student attending the class on that occasion is aware of the recording and has agreed to be recorded. Student-initiated video recording and use of any other electronic means of capturing or transmitting class presentations or lectures for note taking purposes or uploading to the internet is not permitted under any circumstances.
- In all college-related activities, including instruction, the Students must abide by the college's codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment.

On-Line Class Restrictions:

The netiquette guidelines which are available for your review and understanding at the URL listed on the Lulima course site under the "basic resources you should know" module for the course will be strictly enforced.

Students repeatedly violating these restrictions after warnings from the instructor may be dropped from the course.

Office Hours and Instructors Response:

- The Instructor's normal office hours are listed at the beginning of this syllabus.
 - On-line office hours are the same as the normal office hours.
 - The instructor will not return or answer e-mails on weekends, holidays, and after 5pm on days that office hours are held. If e-mails are sent on days that there are no office hours the instructor will return e-mails upon the next day with office hours.
 - It should not be expected that the instructor will return e-mails outside of the office hours.
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CHEATING:

No form of cheating or plagiarism will be tolerated. Such actions will be dealt with in accordance with the procedure set forth in the college catalog.

SEMESTER GRADING CRITERIA

The total number of points accumulated during the semester determines your grade. The Point Values for each of the major scoring activities are as follows:

In Class Participation	20 points
On-line Quizzes	30 points
Team Case Study Challenge	15 points
Individual case study	10 points
First Exam	60 points
Second Exam	60 points
Third Exam	60 points
Self Reflection Paper	10 points
Team member assessment	20 points
Team KCC Marketing Kit Plan	
Part 1	20 points
Part 2	25 points
Part 3	70 points

TOTAL POINTS

400 Points

- Points will be deducted for handing assignments in late or incomplete.
- Late and incomplete assignment submittals maybe refused by the instructor.
- Make up for missed quizzes and examinations will not be allowed

FINAL GRADES BY POINT VALUES

A **360 points & above**

B **320 – 359 points**

C **280 – 319 points**

D **240 – 279 points**

F **239 & below**

Sample Only

Sample Only