



MKT332 Omnichannel Retailing

(3 credit hours)

Course Syllabus

Course Description

This course examines contemporary distribution through omnichannel strategies to manage both physical and online retailing channels and their synergistic interactions. This course includes discussions of the strategies and functions of a retail firm including buying, merchandise management, pricing, promotion, and visual merchandising.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Identify fundamental contemporary retailing management principles, generalizations, theories and strategies in an evolving retail ecosystem.
2. Develop the specific skills, competencies, and points of view needed by marketing and retail management professionals.
3. Examine the role of and enhance their understanding of management in omnichannel retailing, globalization, and retailing. This course includes discussions of retailing functions and management of multiple retailing channels, retailing as an omnichannel system.
4. Apply marketing course material (to improve thinking, problem-solving, and decision-making) within organizations and business settings.

Required Textbook(s) and Resources

Levy, M., Weitz, B. A., & Grewal, D. (2022). *Retailing Management*, 11th edition.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

This course features a mixture of discussion forums and assessments. The forums prompt conversation and connection between learners as they research, analyze, and reflect upon current practices and principles related to omnichannel marketing. Rather than a larger, scaffolded assignment, this course includes a substantial assessment at the end of each week which involves producing the types of documents frequently requested by marketing professionals.

As part of analyzing the omnichannel marketing efforts of retailers, the weekly assessments will occasionally ask you to study the display of merchandise and the behavior of shoppers in brick-and-mortar stores. If you anticipate that this might prove a hardship for you due to mobility, transportation, or other concerns, please contact your faculty member.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions Activity 1.1 (20 pts) Activity 1.2		Discussions Activity 3.1 (70)	Discussions Activity 4.1 (70)	Discussions Activity 5.1 (70)	Discussions Activity 6.1 (70)	Discussions Activity 7.1 (70)	440

(70)							
Assignments Activity 1.3 (70)	Assignments Activity 2.1 (70) Activity 2.2 (70)	Assignments Activity 3.2 (70)	Assignments Activity 4.2 (70)	Assignments Activity 5.2 (70)	Assignments Activity 6.2 (70)	Assignments Activity 7.2 (70)	560
160	140	140	140	140	140	140	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | D: 60-69% | F: <60%

Course Schedule and Weekly Checklist

Week 1 - Introduction to Ethics in Business and Technical Writing

- MON: Activity 1.1: Introduce Yourself (Primary Post)
- WED: Activity 1.1: Introduce Yourself (Secondary Posts)
- WED: Activity 1.2: Digital vs. Physical Retailing (Primary Post)
- SAT: Activity 1.2: Digital vs. Physical Retailing (Secondary Posts)
- SUN: Activity 1.3: Types of Retailers Presentation

Week 2 – Omnichannel Retailing

- SAT: Activity 2.1: Journey Mapping Your Use of Multiple Channels
- SUN: Activity 2.2: Supply Chain Information System Case Study

Week 3 – Retail Management Strategies

- WED: Activity 3.1: Retail Strategy Discussion (Primary Post)
- SAT: Activity 3.1: Retail Strategy Discussion (Secondary Posts)
- SUN: Activity 3.2: Hiring and Retaining Employees in Retail

Week 4 – Retail Locations and Retail Communications

- WED: Activity 4.1: Analyzing Retail Locations (Primary Post)
- SAT: Activity 4.1: Analyzing Retail Locations (Secondary Posts)
- SUN: Activity 4.2: Retail Media Networks

Week 5 – Understanding the Retail Consumer

- WED: Activity 5.1: Retail Behavior Discussion (Primary Post)
- SAT: Activity 5.1: Retail Behavior Discussion (Secondary Posts)
- SUN: Activity 5.2: Observational Research

Week 6 – Selecting, Managing, and Pricing Merchandise

- WED: Activity 6.1: Retail Pricing (Primary Post)
- SAT: Activity 6.1: Retail Pricing (Secondary Posts)
- SUN: Activity 6.2: Online Retail Pricing

Week 7 – Effective Retail Space & Merchandise Presentation

- WED: Activity 7.1: Analyzing Retail Websites (Primary Post)
- THURS: Activity 7.2: Analyzing Retail Stores
- SAT: Activity 7.1: Analyzing Retail Websites (Secondary Posts)

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.