Course Description

Food Retail Marketing

Managing effectively in a constantly changing business environment is an essential requirement for business success. This applies to all businesses, including food retailers. Basics of food marketing, distribution, wholesaling and retailing, both on the retail and foodservice sides of the business, will be covered. The objective of the course will be to familiarize students with the global retail industry at all levels and in all segments—then take a deeper focus in the application of these principles to food retailing and marketing.

Category management will be an area of emphasis in this course. Students will focus on retailing and purchasing data to analyze groups of products purchased by a business organization or sold by a retailer, building competency in the art and science of category management.

MKT212 is a pre-requisite for this course

Student Learning Objectives

At the conclusion of this course, the student should be able to:

- Comprehend the global food industry at all levels and in all segments.
- Have a deep working knowledge of food distribution, wholesaling and retailing, both on the retail and foodservice sides of the business.
- Determine and apply the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home market, the impact of consolidation, increasing concentration and globalization on the industry’s structure, conduct and performance.
- Describe and solve the factors that impact a food retailer’s marketing strategy.
- Have a solid foundational and working knowledge of all category management principles to a high level of competency, as evidenced by successful Category Business Plan completion.
- Demonstrate learning proficiency in category management history and process,

Program Goals Supported

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<th>UDG goals</th>
<th>Critical Thinking</th>
<th>Oral Communication</th>
<th>Written Communication</th>
<th>Teamwork</th>
<th>Ethics</th>
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Required Text & Other Materials

Grading

1. **Four exams (60% of total grade)**
   There will be four exams given in class during the semester. The format for each exam is application questions, and will require students to demonstrate a thorough understanding of marketing concepts.

2. **Class Participation and Attendance (20% of total grade)**
   Your class participation score is based on my judgment of three P's: Preparation, Presence, and Participation. Each student is expected to be prepared for EVERY class by reading chapter(s), cases, news articles and other material assigned.

3. **Chapter Discussion Questions (20% of total grade)**
   At the end of each chapter, there is a set of Discussion Questions, as a review of the concepts and principles. These questions will build a set of questions to be used for the class exams. These questions are to be completed outside of class and uploaded to Blackboard before the concepts are discussed in class.

**Total Point Schedule**

- Exams (4 total) 60
- Class Part/Attendance 20
- Chapter Discussion Questions 20
- Total points 100

**Grading**

Letter grades will be determined based on the percentage of total points earned during the semester.

- 93% - 100% = A
- 90% - 92% = A-
- 87% - 89% = B+
- 83% - 86% = B
- 77% - 79% = C+
- 73% - 76% = C
- 70% - 72% = D
- <70% = F

**COURSE OUTLINE**

- Overview of the retail/food retail industry
- Food industry formats
- Strategy impact on assortment, pricing, format, value proposition
- Retail locations- food retailing
- Purchasing and pricing
- Store layout, design, and visual merchandising
- Food category management process
  - Why category management?
  - Category management in the United States
  - The core component: strategy
  - The core component: business process
    - Definition
    - Role
    - Assessment
    - Performance
    - Strategies
    - Tactics
➢ The enabling component:
  o Performance measurement
  o Information technology
  o Cooperative trade partner relationships

➢ How do you successfully implement category management?

DATES TO KEEP IN MIND
First class:
Last date to withdraw from this class:

EXPECTATIONS
Treat this class as you would your job: prepare by reading the text and doing assigned homework. Arrive promptly and remain in the classroom for the duration of the class period. Please do not exit and reenter the room during class time, except in an emergency situation; turn off your cell phone during class. Be proactive: if you are having a problem with the material being covered, ask questions in class (if you don’t understand something, chances are very good that other students also need clarification), seek help from peers, or speak with me during office hours.

Classroom Atmosphere:
Please remember, class participation is important and encouraged. The environment in which we will hold classes should be one that makes it comfortable for everyone to express opinions, thoughts, questions, and answers. As such, it is expected that you will treat each person in the class with respect, in the same way that you would expect to be treated. When a classmate is speaking, please give them your attention. Please note that when you present a current event, ask or respond to a question, or offer your insight, it is important for you to communicate in a voice that can be heard by everyone in the classroom.

Deadlines:
Assignments, questions and exams not submitted on time will receive zero points. In the event of a special circumstance, please reach out to the instructor or the TA as soon as possible.

Academic Integrity:
Academic dishonesty – including plagiarism, sabotage, falsification of material or information, bribery, as well as theft, damage or misuse of University resources – in any form will not be tolerated. You are responsible for knowing the University policies and adhering to them. Work assigned for individual credit must be completed individually. Academic dishonesty may lead to: zero points for respective assignment or exam, lowering of course grade by one full grade, failing grade in the course and referral to OCRCR.

Incomplete:
Request for an Incomplete will be critically scrutinized for eligibility. Military service, serious ill health, and other such demanding circumstances constitute typical grounds.