"Retail Channel Marketing"

Course Syllabus, Spring 2006

Instructor: Mickey Goodman, Adjunct Professor

Course Description:
Virtually every major consumer brand is sold through a variety of retail channels. The store is where the brand and consumer/shopper “meet” and the purchase decision is made.

In the last twenty-five years, a variety of trends have converged to create a situation today in which major retailers are arguably the dominant influence on a brand’s success. Consumers are getting harder and harder to reach and influence before they get to the store, and they make 70% of their brand purchase decisions in the store. For most brands, their Top 10 retail customers represent 50-75% of their total brand volume. Retail Marketing has emerged as a critical element of the marketing mix.

This course will provide students with a solid understanding of the retail landscape, covering all key classes of trade. Areas of focus will include Shopper Behavior and Retail Marketing Strategy/Tactics, both on a general and channel/customer-specific level. Across all of this we will explore how retail marketing elements integrate into overall brand strategy, from positioning and product development through all aspects of the marketing mix.

Students can expect to complete the course with great insight into the importance of Retail Channel Marketing and how to do it effectively. They can also expect a fun and stimulating learning experience.

Course Objectives:
Provide a broad understanding of Consumer/Shopper Behavior at retail.

Provide insight into the Retail Marketing discipline on both a strategic and tactical level.

Extend insight and learning to each key retail channel and key retailers within each channel.
Create a stimulating, engaging, challenging, and fun learning environment.

**Method of Instruction:**

- Lecture
- Case Study
- Discussion
- Outside Experts/Speakers
- Team Projects

**Evaluation:**

- Case Write-ups
- Team Project
- Exams
- Class Participation

**Course Materials:**

- One main text (TBD)
- 3-5 Cases (TBD)
- Current Articles