INTB 3090 Study Abroad—International Retailing
Spring 2018
Turin and Milan, Italy

Instructors: Dr. K. Machleit
434 Lindner Hall, office hours by appointment, please email k.machleit@uc.edu
556-7102

Dr. S. Eroglu and Professor D. Boyd will join us for our program.

Course Description:

The retail store is the place where the manufacturer meets the consumer. There is fierce competition in this industry and retailers struggle to differentiate their offerings. In addition, there has been rampant globalization of the retailing industry in the last decade. Retail giants such as Walmart, Carrefour, and IKEA have become dominant economic engines for countries all over the world. This course gives an overview of the retailing industry within the context of global markets.

Many processes take place in delivering products to consumers, and these will be examined within the context of the retail store at a local and a global level. Winning strategies of successful retailers will be emphasized, and the elements of their strategic competitive advantage will be decomposed (including product assortment and merchandising, store atmospherics, customer service, retail technologies such as CRM, RFID, pricing strategy, shopper marketing strategies).

The format of the course is an intensive, comparative exposition into the world of retailing as well as an immersion into the social and cultural fabric of Milan, Italy. During the residency, students meet with retail executives, tour facilities, and perform on-site ethnographic research in order to understand the underlying dynamics and drivers of retailing in a globalized world. In addition, the program intends to provide students a comparative perspective of the economic, socio-cultural, technological, infrastructural, political and legal environments of Milan, Italy.
Learning Objectives:

After taking the course, students should be able to:

1. Identify and evaluate the ways that store atmospherics, pricing, merchandising, customer service, in-store promotion, and technology usage varies between the U.S. and the study abroad city.
2. Critically analyze the retailing process, the global environment in which it operates, and the functions that are performed.
3. Express a knowledge base of retailing’s fast-paced and increasingly sophisticated industry.
4. Explain how retailing serves as a crucial interface between manufacturers and consumers across the globe.
5. Describe how legal, social, and economic measures have affected the distribution of consumer goods in the U.S. and the study abroad city, and provide a conceptual framework for understanding future trends.
6. Compare and contrast the ways that consumer behavior can vary by culture and provide examples of that within the retail context.
7. Write coherent explanations and insightful reflections of the impact of culture on successful retailing practices.

Course Materials:

Required:


This chapter can be purchased as an “e-book” for $6.52 using this link:

https://create.mheducation.com/shop/#/catalog/details/?isbn=9781308471464

Details for purchasing and printing are posted on Blackboard.

Overview:

The program is unique, interesting and enlightening, but it is also rigorous. Students must depart for Milan well-prepared. There are three different phases in the course:

**Phase I. Pre-travel Preparation:** Students will view online lectures covering principles of retailing, followed by a quiz to ensure that students possess the basic conceptual knowledge about the international retail industry. In this phase students are also required to prepare “briefings” for class members. Students will meet with the
professors to receive detailed information on travel protocol, personal conduct, and the final program itinerary. In addition to being a part of the course requirement, these assignments serve to prepare you for the business and cultural context in which you will be immersed during the study abroad program.

**Phase II. The International Program:** Here you will have an intense schedule where you will experience lectures by one of the premier business universities in Italy, you will visit host companies, and will visit many retailers. Ethnographic research assignments will be completed. Students will complete a learning journal during this phase. It is important to be prepared with background information about the retailers you will visit. Your participation in lecture discussions and asking questions during company visits is critical.

**Phase III. The Post-Trip Report:** Upon returning home, each student will be required to prepare an all-encompassing report that will integrate the information and experience garnered from Milan program, including the knowledge from course readings and discussions. The most critical quality determinant in this assignment is the ability to analyze and synthesize all the insights that have been accumulated into a strong thought paper. It is critical to keep notes during the company briefings and lectures in the learning journal. Specific details for this project will be provided. Students will examine the strategic advantage of retailers that were visited.

**Performance Evaluation:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Travel Quiz</td>
<td>20%</td>
</tr>
<tr>
<td>“Briefing” Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Briefing Take-Aways</td>
<td>5%</td>
</tr>
<tr>
<td>Participation/Ambassadorship/Professional Behavior during visit</td>
<td>30%</td>
</tr>
<tr>
<td>Learning Journal</td>
<td>10%</td>
</tr>
<tr>
<td>Post-Travel Integrative Assignment</td>
<td>20%</td>
</tr>
</tbody>
</table>

Your course grade will be based on the following scale:

- 94% - 100% = A
- 90% - 93% = A-
- 87% - 89% = B+
- 84% - 86% = B
- 80% - 83% = B-
- 77% - 79% = C+
- 74% - 76% = C
- 70% - 73% = C-
- 60% - 69% = D
- below 60% = F
**Rules and Expectations:**

1. You are expected to come to class and participate during our pre-program sessions in Spring semester. You must attend all lectures, presentations, and site visits while in Milan.

2. The use of electronic devices (i.e., phones, laptops, iPods, etc.) is prohibited during class, both in Lindner and in Milan.

3. Late assignments will not be accepted and will receive a grade of zero.

4. You are expected to know and adhere to the Student Code of Conduct for the University of Cincinnati. As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character. Ensuring your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct ([http://www.uc.edu/conduct/Code_of_Conduct.html](http://www.uc.edu/conduct/Code_of_Conduct.html)).

5. **REQUIRED UC INTERNATIONAL PRE-DEPARTURE ORIENTATION**
   Every student who travels abroad with the University of Cincinnati is required to attend a mandatory UC International pre-departure session. You only need to select one pre-departure orientation from the many dates offered by UC International. You can find the complete list of dates and times at [http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html](http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html). For your convenience, there is a session offered in **room 112 Lindner on Friday, Feb 9**th from **5:45-6:45** pm. (Note: Failure to attend a UC International pre-departure session will result in the loss of the UC study abroad scholarship.)

6. Professional Behavior:
   - If you are late, we will leave without you and you have to find your own way.
   - If you are late to a session, your grade for the course drops by ½ letter grade
   - If you miss a session, your grade for the course drops by one letter grade
   - If your behavior is inappropriate (e.g., talking inappropriately, using your cell phone, being dressed inappropriately, leaning on store fixtures), your grade for the course drops by one letter grade
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 8</td>
<td>Introductions and Syllabus</td>
</tr>
<tr>
<td>January 15</td>
<td>MLK Day, no class</td>
</tr>
<tr>
<td></td>
<td>Read “Retail Market Strategy” book chapter this week.</td>
</tr>
<tr>
<td>January 22</td>
<td>Class Session: Culture and Retail</td>
</tr>
<tr>
<td></td>
<td>Your goals for the program due</td>
</tr>
<tr>
<td></td>
<td>Introduce “Briefing” Assignment</td>
</tr>
<tr>
<td>Week of January 29</td>
<td>Work on Briefing Assignment</td>
</tr>
<tr>
<td>February 5</td>
<td>Briefing presentations</td>
</tr>
<tr>
<td>February 9</td>
<td>UC International Mandatory Pre-Departure session</td>
</tr>
<tr>
<td></td>
<td>5:45-6:45 pm, Room 112 Lindner Hall</td>
</tr>
<tr>
<td>February 12</td>
<td>Briefing presentations</td>
</tr>
<tr>
<td>February 19</td>
<td>Briefing presentations</td>
</tr>
<tr>
<td>Week of February 26</td>
<td>Watch video lectures</td>
</tr>
<tr>
<td>Week of March 5</td>
<td>Watch video lectures</td>
</tr>
<tr>
<td>Week of March 12</td>
<td>Spring Break</td>
</tr>
<tr>
<td>Week of March 19</td>
<td>Watch video lectures</td>
</tr>
<tr>
<td>Week of March 26</td>
<td>ONLINE QUIZ: Opens on BlackBoard on March 26 and must be completed by 11:59pm, March 28</td>
</tr>
<tr>
<td>Week of April 2</td>
<td>Case discussion</td>
</tr>
<tr>
<td>April 9</td>
<td>Case discussion</td>
</tr>
<tr>
<td>April 16</td>
<td>Mandatory Departure Preparation Session</td>
</tr>
<tr>
<td>April 23</td>
<td>Exam week begins (no class)</td>
</tr>
<tr>
<td>April 28</td>
<td>Depart for Italy!</td>
</tr>
</tbody>
</table>

**SCHEDULE**
**ASSIGNMENTS**

**Pre-Travel Quiz:** Online quiz over the book chapter and video lectures.

**Briefing Presentation Assignment:**

We will be visiting with several retail store managers while in Milan and we will view the stores (as customers and ethnographic researchers) of many more. To make the most of our experience, it will help us to be “briefed” on the economy and history of Milan, and on the background of many of the retailers we will see while in Milan. To efficiently learn all of this background information and be prepared during our program, student groups will prepare short briefing presentations.

The assignment is to prepare a ten minute Powerpoint presentation that gets the class up to speed on your assigned topic. Think of this as something you might do if your boss was going to Milan and asked you to provide essential information so that s/he would be prepared to understand the situation and ask relevant questions of folks that s/he will meet. We are trusting you to pick and choose through information you find about your topic and brief us so that we will have the most important pieces of information before we depart for Milan. We want to be prepared. The students who prepare a briefing on the topic are then going to be our expert resource while in Milan!

**Briefing “Take-Aways” Assignment:**

The assignment is to write up three key "Take-Aways" in a paragraph for each briefing presentation. The "Take-Aways" are the key things you have learned from watching the presentation; in other words, key things to remember about the topic.

**Contribution/Ambassadorship:**

Your preparation for and active contribution in all class and on-site discussions is critical to your study abroad experience. Importantly, while on the trip, you will be representing yourself, the Lindner College of Business, and the University of Cincinnati. This is no small responsibility when traveling abroad, and being a true ambassador is vital. Keep the following items in mind in order to get the most out of your study abroad experience:

- Be respectful and culturally sensitive—be considerate, patient, polite, and open-minded
- Display leadership and give a quality effort—come fully prepared, be on time and willing to learn, and be an engaged participant
- Be conscious of your image/reputation and show a positive attitude—be appropriately dressed and a good communicator/listener
**Contribution/Ambassadorship Evaluation:**

Exceptional participants (30 points): exceptionally prepared and involved in discussions, heavily engaged in visits and asking questions, and continuously focused on making the most of the learning experience.

Valued participants (25-30 points): well prepared and engaged in discussions, often engaged in visits, and a positive/professional contributor to the group.

Passive participants (16-24 points): somewhat prepared and sometimes engaged in discussions, often passive and quiet but attentive, appreciated the group and the experience.

Marginal participants (0–15 points): not prepared or involved in discussions, inattentive during visits, and behavior detracts from the group experience.

**Learning Journal:**

Each student will write two journal entries while in Milan. The journals help you purposefully learn from your experience and give you the opportunity to reflect on concepts discussed in the pre-departure classes. Your journals will capture your interactions and observations during the company and cultural visits, and ethnographic research. Details will be given during the Milan program. You should bring some paper or a small notebook with you to Milan.

**Learning Journal Evaluation (2 at 10 points each):**

Exceptional (10 points): exceptionally thoughtful, including insightful observations and rich personal reflection.

Good (9 points): solid and thoughtful, adequate observations/personal thoughts.

Marginal (0-8 points): general observations and reflection, and lacks depth of thoughtfulness and insight.

**Post-Travel Integrative Assignment:** Details will be provided.