

MKTG 3709 - Retail Marketing

Summer 2026 Syllabus, Section 01, CRN 30422,

Credit hours: 3

Instructor

Kendra Fowler

Professional Qualifications:

PhD, Marketing, Kent State University; Master's, MBA, Kent State University; Bachelor's, BS, Fashion Merchandising, Kent State University



Professor

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Preferred Contact Method: Email

Communication Expectations:

If my student support days/times don't work for your schedule, I am happy to schedule appointments at other hours. Send me an email to set up an appointment. You can typically expect a response to an email or voicemail within the next business day when you contact me Monday through Thursday. Although I do occasionally check my messages on the weekends, any messages left on Fridays or over the weekend may not be answered until Monday. Please plan accordingly. Exams and assignments will typically be graded within a week and individual feedback will be left on Blackboard along with your grade.

How to Refer to me:

Either Dr. Fowler, Professor Fowler, or Kendra

Course Description

3709. Retail Marketing. Retailing is the largest industry and the dominant employer in the U.S. economy. The industry is explored, with particular emphasis on understanding the activities of retailers, both large and small. Topics include shopper behavior, store location, store layout, product presentation, and customer service. The criteria for success in retailing, the impact of technology on retailing, and the retail process examined within the larger domain of marketing. Beneficial to all marketing and business majors, as well as others engaged in shopping activities. Prereq.: MKTG 3703, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	Retailing Management	Levy & Grewal	9781264157440.

Retailing Management, 11e, Michael Levy and Dhruv Grewal, McGraw-Hill

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule - Due Dates are Sundays by midnight unless otherwise indicated

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
6/29	Ch1: Introduction & Ch2: Types of Retailers	Introduction and Types of Retailers	Exam 1 Discussion 1 (Optional)
7/6	Ch3: Digital Retailing & Ch4: Multichannel Retailing	Digital Retailing and Multichannel Retailing	Exam 2 & Written Assignment 1 Discussion 2 (Optional)



7/13	Ch5: Consumer Behavior & Ch 6: Retail Strategy	Consumer Behavior and Retail Strategy	Exam 3 & Written Assignment 2 Discussion 3 (Optional)
7/20	Place: Ch8: Retail Locations & Ch9: Retail Sites	Retail Locations and Retail Sites	Exam 4 & Written Assignment 3 Discussion 4 (Optional)
7/27	Product: Ch12: Merchandise Planning & Ch13: Buying	Merchandise Planning and Buying	Exam 5 & Written Assignment 4 Discussion 5 (Optional)
8/3	Ch 14: Pricing & Ch15: Communication (Promotion)	Pricing and Promotion	Exam 6 & Written Assignment 5 Discussion 6 (Optional)
8/10	Ch16: HR & Store Management (People) & Ch 17: Store Layout (Physical Evidence)	Store Management and Store Layout	Exam 7 (Due Friday 8/14) Discussion 6 (Optional) Due Friday 8/14 Optional Final (Due Friday 8/14)

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.