DHA 4117W/5117 Retail Environments and Human Behavior (3 credits)
Class time MWF 10:40-11:30 am, Rm. 395 McNH

Instructor: Dr. Juanjuan Wu
Office: 368e McN.
Office Hours: MW 12-1pm
Phone: (612) 626-1254
Email: jjwu@umn.edu

Prereq: Retail merchandising major; Minor; Graduate student or consent of instructor.

COURSE DESCRIPTION
Theory and research related to the designed physical and social environments across retail channels.

COURSE OBJECTIVES
Upon completion of this course, you should be able to:
- Analyze the importance of retail environments as stimuli to consumer behavior.
- Develop sensitivity to sustainability issues in retailing.
- Identify, synthesize, and critique research and theories applicable to various retailing formats and environments.
- Design, develop, and conduct original research focusing on retail environments.
- Develop and refine critical writing skills in communicating and disseminating scholarship.

RECOMMENDED TEXTS
Electronic copies of research articles will be posted on Webvista.

COURSE FORMAT
A combination of seminar presentations, discussions, writing and critiquing workshops, and small group activities.

CLASS EXPECTATIONS/POLICIES
- Class attendance is expected. Please be on time. Attendance will be taken at the beginning of each class. More than two unexcused absences from class will lead to an automatic deduction of 50 points from your final total points. All excused absences require Written Documentation (hospital admittance receipt, doctor’s note, etc.). It is also your responsibility to obtain missed handouts, class notes, and other course materials from your classmates and/or Webvista.
• You are expected to finish readings and any assignments prior to class and to contribute to the discussion of the course materials in a meaningful way during each class period. Part of your learning experience is based on class interaction, which also makes up part of your grade.

• Written work must be word processed and double spaced using the APA format. All assignments must be submitted on time at the beginning of class as a hard copy (emails are not acceptable). In the event of an emergency, notify the instructor before the due date. Unexpected late assignments will have 2 points deducted per day. The weekend will count as one late day. After a week from the due date, late assignments will not be graded. Instead, you will get the equivalent of an “F” grade on this assignment. However, late weekly journals will not be accepted unless for documented excuses. Makeup exams will only be arranged under unusual circumstances and written documentation must be provided.

• There is No Make-Up Option for the group project presentations. Group projects only work when all members actively contribute. Group evaluations of each group member can be implemented if the group so decides, which might result in lower grades for those group members who shirk responsibility for the project.

• Incomplete grades will only be given under extreme circumstances (such as prolonged illness) with a documented, written agreement between you and the instructor.

• You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to the instructor. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class.

Please Note: This course is WRITING INTENSIVE. Quality critical writing is an essential requirement of your coursework. It serves the goal of this course to critique and integrate scholarships and theories into your own research and thinking. You need to develop and refine your writing skills in the process of synthesizing, critiquing, conducting, and communicating research. To find additional help to improve your writing you can visit the Student Writing Center (http://swc.umn.edu/tutor.htm).

INSTITUTIONAL REVIEW BOARD: All research activities involving human subjects at the University of Minnesota must be reviewed and approved by an Institutional Review Board unless the IRB determines that the research falls into a category of exemption established by federal regulation. The revised application and informed consent template are available on the IRB Web site. (See instructor for further details).

COURSE ASSIGNMENTS AND GRADING (900 total points)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Discussion Leader</td>
<td>50</td>
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<tr>
<td>Weekly Journal</td>
<td>65</td>
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<tr>
<td>Position Paper</td>
<td>100</td>
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<tr>
<td>Case Study</td>
<td>130</td>
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<tr>
<td>Research Project</td>
<td>300</td>
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(presentation@50, written report@80)
Examinations (undergrads.) 2@50  100 points
Class Participation and Attendance  55 points

GRADING SCALE
At the end of the semester, points for each assignment will be added together and a letter grade will be assigned based on the scale below.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Total Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93-100</td>
<td>744 – 800</td>
<td>A</td>
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<tr>
<td>90-92</td>
<td>720 – 743</td>
<td>A-</td>
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<tr>
<td>87-89</td>
<td>696 – 719</td>
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<tr>
<td>83-86</td>
<td>664 – 695</td>
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<tr>
<td>80-82</td>
<td>640 – 663</td>
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<tr>
<td>77-79</td>
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<td>D</td>
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<tr>
<td>0-59</td>
<td>0 - 479</td>
<td>F</td>
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UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

Disability Accommodations. Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any necessary accommodation. You will also need to work with the Office of Disabilities Services, 12 Johnston Hall, 612-626-1333.

Disruptive Classroom Conduct. All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. "Disruptive classroom conduct" is now an explicit violation of the Code. It is defined as follows: Disruptive classroom conduct means engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities.” In addition, students responsible for such behavior may be asked to cancel their registration (or may have their registration canceled).

Scholastic Dishonesty. Scholastic dishonesty means plagiarizing; cheating on assignments, quizzes, or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.” Discovery of academic misconduct is grounds for an “F” or “N” for the course.
Tentative Class Schedule (topics to be addressed, readings, and assignments)

Week 1 (Sept. 7-11)
Intro/Syllabus
The Science of Shopping & the Big Three

Week 2 (Sept. 14-18)
Retailing & Changes in the Retail Environment
What Retailers Don’t Know
Conceptualizing the Retail Environment (Discussion)


Week 3 (Sept. 21-25)
Knowing your customers
Shopping Behavior of Men, Women, Seniors, & Kids
Models/Theories of Consumer Behavior in the Retail Environment (Discussion)


Week 4 (Sept. 28-Oct. 2) ............................................................... Research Proposal Due (Sept. 28)
Attitude, Motivation & Perception
Customer’s Characteristics (Discussion)


**Week 5 (Oct. 5-9)**

*Store Design, Layout, & Sustainability*

*Signage*

*Design Factors: Stimuli That Exist at Forefront of Awareness (Discussion)*


**Week 6 (Oct. 12-16)**

*Visual Merchandising & Atmospherics*


**Week 7 (Oct. 19-23)**

*Case Study Due (Oct. 19)*

*Case Study Presentations (Oct. 19, 21)*


**Week 8 (Oct. 26-30)........................................................................................................ Exam I (Oct. 26)**

*Color/Lighting*

*Scent (air quality, cleanliness)/Music*

**Ambient Factors: Background conditions that exist below level of awareness**


**Week 9 (Nov. 2-6)**

*Effective Merchandising*

*Product & Pricing (Discussion)*


**Week 10 (Nov. 9-13).................................................................................................. Position Paper Due (Nov. 9)**

*Store Location & Planning*

*Exterior (Discussion)*


**Week 11 (Nov. 16-20)**

In Cyberspace

E-commerce and Web-Design (Discussion)


**Week 12 (Nov. 23-25)**

Retail Service (Discussion)

Social Factors: People in Retailing


Week 13 (Nov. 30-Dec. 4)
Social Factors: People in Retailing
Crowding (Discussion)


Week 14 (Dec. 7-11) ............................. Research Draft Due (Dec. 7)
Research Paper Critique
Store Image & Branding (Discussion)


Week 15 (Dec. 14-16) ............................. Presentations (Dec. 14, 16)

Finals Week (Dec 22, Tue. 8:00am-10:00am) ............................. Exam II
Refined Final Research Paper Due (Dec. 22)