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American Public University System

The Ultimate Advantage is an Educated Mind

**School of Business
RTMG301
Retail Innovation
3 Credit Hours Length of
Course: 8 Weeks
Prerequisite: None**

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

Retail innovation is a new or significantly improved service concept that is taken into practice. It includes examples such as: new customer interaction channels, a distribution system or a technological concept or a combination of them. A service innovation always includes replicable elements that can be identified and systematically reproduced in other cases or environments. The replicable element can be the service outcome or the service process as such or a part of them. Innovation benefits both the service producer and customers and it improves its developer's competitive edge. Retail innovation is a service product or service process that is based on some technology or systematic method. In retail however, the innovation does not necessarily relate to the novelty of the technology itself but the innovation often lies in the non-technological areas. Retail innovations can for instance be new solutions in the customer interface, new distribution methods, novel applications of technology in the service process, new forms of operation with the supply chain or new ways to organize and manage services. The course provides a study of how retailers must continually review and introduce innovational concepts to remain competitive and explore how patterns change in markets creating both opportunities and threats to retailers.

Course Scope

Through this class, students will examine applications of retail innovation techniques, to include consumer interaction, retail services and outcomes, competition, and innovative strategies in today's retail marketplace. Additionally, students will assess retail innovation operations to

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include evolving patterns that affect opportunities and threats throughout retail innovation markets. Finally, students will gain an understanding of key retail innovation issues, maintain a functional focus, and review current practices in the private, public, and military sectors.

Course Materials

Required Course Textbooks

Book Number	Authors	Book Title	Publication Info	ISBN
RTMG301-0 (VitalSource)	Collection	RTMG301 Retail Innovation Collection	McGraw-Hill, 2010	978-1-121-081420
RTMG 301-1 Library	Stern, N. Z. & Ander, W. N.	Greentailing and Other Revolutions in Retail: Hot Ideas That Are Grabbing Customers' Attention and Raising Profits	Wiley, 2008	978-0-470-28858-0

Course text is available via VITALSOURCE.

Validate your carts with EdMap and you will receive instructions on how to access the e-book. There is no link to provide in the classroom.

Information on the new bookstore and other helpful information, including a video on how to validate carts, is available here: <http://apus.campusguides.com/bookstore>

Textbook in APA format: (There are two textbooks in this class; one is obtained through VitalSource (Retail Innovation Collection) and a ebook link for Greentailing textbook).

Stern, N. Z. & Ander, W. N. (2008). *Greentailing and other revolutions in retail: Hot ideas that are grabbing customers' attention and raising profits*. Hoboken, NJ: Wiley.

Please visit <http://apus.libguides.com/er.php> and search by the course number (ex: LITR210) to access your required resources.

Required Readings

See Course Outline

Course Objectives

After successfully completing this course, you will be able to

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LO1: Differentiate various retail innovation theories and strategic perspectives in the retail industry.

LO2: Examine the historical impact of innovation in retailing.

LO3: Distinguish effective methods and strategies of retail merchandising in the global environment.

LO4: Examine the competitive nature of a value network in retailing.

LO5: Illustrate the pattern changes of markets that create both opportunities and threats to retailers.

LO6: Illustrate challenges retailers face to remain current or ahead of new technological trends.

LO7: Examine the innovation and modernization needs of today's retail managers.

LO8: Evaluate the competitive nature of the retail industry.

Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

<u>Week</u>	<u>Topic</u>	<u>Learning Objectives</u>	<u>Readings</u>	<u>Assignment</u>
1	Introductions & The Retail Innovation Environment	<u>1</u>	Perspectives on Retail Innovation & Stern & Ander Introduction	APA Quiz & Introductory Forum
2	Strategic Perspectives in the Retail Industry	<u>2</u>	Chapter 1 RTMG301 e-Text; Stern & Ander Chptrs 1 & 2	Forum - Strategic Perspectives in the Retail Industry; Week 2 Quiz
3	Retail Merchandising in the Global Environment	<u>3</u>	Chapter 2 RTMG301 e-Text; Stern & Ander Chptrs 3 & 4	Forum - Retail Merchandising in the Global Environment; Week 3 Quiz
4	Competitive Retail Concepts	<u>4</u>	Chapter 3 RTMG301 e-Text; Stern & Ander Chptrs 5 & 6	Forum - Competitive Retail

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Concepts;

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				Week 4 Quiz
5	Threats and Opportunities in Retail Innovation	<u>5</u>	Chapter 4 RTMG301 e-Text; Stern & Ander Chptrs 7 & 8	Forum - Threats and Opportunities in Retail Innovation; APA Quiz #2; Week 5 Quiz
6	Innovation Today	<u>6</u>	Chapter 5 RTMG301 e-Text; Stern & Ander Chptrs 9 & 10	Forum - Innovation Today; Week 6 Quiz
7	Innovative Customer Management	<u>7</u>	Chapter 6 RTMG301 e-Text; Stern & Ander Chptrs 11&12	Forum - Innovative Customer Management; Week 7 Quiz; & Research Essay Due
8	Organizing for Innovation	<u>8</u>	Chapter 7 RTMG301 e-Text; Stern & Ander Chptrs 13&14	Forumw - Organizing for Innovation; Week 8 Quiz

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

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[Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

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- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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