Topics in Retailing

RCSC 496A

Barcelona, Spain

Course Syllabus - Summer 2023

Professor Jose Mendoza
“We need to speak the language of customers”

Mickey Drexler
Analyze the global market environment and retailing structure, systems, issues, and trends in the global retail industry. Explore the macro and micro-context factors that influence retailers' internationalization and entry modes for international retail expansion. You will learn about international retail business and analyze global consumers in terms of cultural differences, and develop retail strategies for international expansion based on global retailer research and global market opportunity assessment.

Instructor
Prof. Jose Mendoza, DBA

Location
Barcelona Campus

Meeting Times
Th, 9:30 am - 12:15 pm

Instruction
In Person

Course Dates
05/29/2023 - 06/30/2023

Co-requisites
Runs concurrently with Global Retailing RCSC 446

Class Number
TBA

For virtual office hours, please make an appointment ahead of time by using this link: https://calendly.com/jose_mendoza
Course Objectives

This course focuses on the application of a specific case study concerning the marketing of products with denomination of origin protected (DOP) from Catalonia in Spain, that are targeting the US market and US consumers.

The course will be taught as experiential learning, where students "learn by doing". Accordingly, students will participate in field trips, field exercises, food tasting, business meetings, discussions, as well as cultural immersion. At the end, students will reflect on the course activities.

This course is designed to run concurrently with RCSC 446 Global Retailing at the UA Barcelona Campus.

Learning Outcomes

After completing this course you will:

LO1: Identify key retail characteristics of the Spanish market.
LO2: Compare and contrast the US and the Spanish retail markets.
LO3: Discuss the role of government regulations in retail ownership and expansion,
LO4: Identify future opportunities for international retail expansion.
Course Schedule

Classes will be held at the Barcelona Campus. All classes are in-person, unless indicated otherwise by the University. This course was designed to run concurrently with RCSC 446 Global Retailing.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Learning Activities</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 29</td>
<td>The Spanish and the Catalanian DOP markets</td>
<td>Catalonian Food Tour</td>
<td>L01</td>
</tr>
<tr>
<td>Jun 05</td>
<td>Comparing multinational markets: The Spanish and the US cases</td>
<td>Day Trip Catalonia Trade and Investment</td>
<td>L02</td>
</tr>
<tr>
<td>Jun 12</td>
<td>Exporting and Exporting regulations</td>
<td>Day Trip Prodeca</td>
<td>L03</td>
</tr>
<tr>
<td>Jun 19</td>
<td>New Product Introduction</td>
<td>Trade Show: Free from Functional Food</td>
<td>L04</td>
</tr>
<tr>
<td>Jun 26</td>
<td>Final Projects</td>
<td>Final Projects Presentation</td>
<td>-</td>
</tr>
</tbody>
</table>

Note: Classes begin on May 29th. Topics may be subject to change. Please organize your arrival accordingly.

For information regarding travel arrangements and accommodations, please refer to:

Study Abroad
Global Center
615 N. Park Avenue, Room 150
Tucson, AZ 85721

https://global.arizona.edu/contact-global
Course Requirements

Course notes
Course notes will be posted in advance in D2L. Students are required to download and read the course notes in advance of classes.

Required textbook / material
Professor’s notes.

Computer equipment
Students will be required to access computing and online resources, even when in class, but as well as part of assignments and group projects. Therefore, student should have a reasonably updated computer (PC or Mac) with basic software installed.
Course Grading and Policies

This course relies on continuous grading. Students will expect a graded activity on a continuous basis, including:

1. Group Case Studies (Group)
2. Weekly Assignments (Individual)
3. Participation (Individual)

Case studies will refer to a current event and will incorporate real data or refer to an actual business situation.

Group Work
This course has a substantial amount of group work. Please, pick your teammates wisely.

Participation
In this course, attendance is not graded, but there is a participation grade. Participation will be measured continuously and graded according to the following rubric:

- 20 points  The student always make relevant contributions to class
- 15 points  The student make frequent relevant contributions to class
- 10 points  The student make contributions to class when asked
- 05 points  The student rarely participate in class
- 0 points   The students don't participate in class, regardless of attendance.

Waivers
In response to the current pandemic, in this course, the lowest score on an individual assignment, will be dropped from the overall grade calculation. This will cover those instances were students are on a quarantine, not feeling well, but might well cover other situations (i.e. students athletes, job interviews). The waivers will be automatic and will only cover one assignment. There are no waivers on group projects or group cases.

Late Submissions
Late submissions will only be considered, in the case of sickness, as long as there is a doctor’s note or similar. Students on a COVID quarantine can still submit their assignments online and on-time.

Final Grades
Once posted, grades are final unless there is a calculation error. Grade appeals can be made in accordance to the University's policies (https://catalog.arizona.edu/policy/grade-appeal).

Dispute of Grades Policy
Students will have three (3) days after grades are posted on D2L to dispute a grade.

Grade Policies
The University of Arizona's grade policies can be found here: https://catalog.arizona.edu/policy-type/grade-policies
Grading Table

<table>
<thead>
<tr>
<th>Participation (individual)</th>
<th>Points</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40 points</td>
<td>Weekly</td>
</tr>
<tr>
<td>Final Project (group)</td>
<td>60 points</td>
<td>June 12th</td>
</tr>
</tbody>
</table>

Note: Dates might be subject to change. A proper announcement in D2L will be made in the case of a date change.

Grading Letters

<table>
<thead>
<tr>
<th>Grading Letters</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent 90-100</td>
</tr>
<tr>
<td>B</td>
<td>Good 80-89</td>
</tr>
<tr>
<td>C</td>
<td>Satisfactory 70-79</td>
</tr>
<tr>
<td>D</td>
<td>Poor 60-69</td>
</tr>
<tr>
<td>E</td>
<td>Failure Less than 60</td>
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</tbody>
</table>

Note: There is no "grading curve" in the course. Grades are rounded to the next number, for example, 89.5 = 90, but 89.4 = 89. Students will receive the grade that they earned during the course, and there are no "special" provisions for grades.
Course Policies

**Absence Policy**
Participating in the course and attending classes are vital to the learning process. Class attendance is required. Absences may affect a student’s final course grade.

Students must be physically present in the classroom to be able to take exams, unless indicated otherwise, by the professor, in writing, and in advance.

Students are expected to review any missed material and catch up with assignments.

Absences for any sincerely held religious belief, observance, or practice will be accommodated where reasonable:
https://policy.arizona.edu/human-resources/religious-accommodation-policy.

Absences pre-approved by the UA Dean of Students (or dean’s designee) will be honored.

**Academic Integrity Policy**
Integrity and ethical behavior is expected of every student in all academic work. This Academic Integrity principle stands for honesty in all class work, and ethical conduct in all labs and clinical assignments. This principle is furthered in the Student Code of Conduct.

Conduct prohibited by the Student Code of Conduct consists of all forms of academic dishonesty. Students are expected to adhere to the Code of Academic Integrity as described here:
https://deanofstudents.arizona.edu/policies/code-academic-integrity

**Accommodations for students with disabilities**
At the University of Arizona, we strive to make learning experiences as accessible as possible. If you anticipate or experience barriers based on disability or pregnancy, please contact the Disability Resource Center (520-621-3268, https://drc.arizona.edu/) to establish reasonable accommodations.

**Classroom Behavior Policy**
To foster a positive learning environment, students and instructors have a shared responsibility. We want a safe, welcoming, and inclusive environment where all of us feel comfortable with each other and where we can challenge ourselves to succeed. To that end, our focus is on the tasks at hand and not on extraneous activities (e.g., texting, chatting, reading a newspaper, making phone calls, web surfing, etc.).

Students are asked to refrain from disruptive conversations with people sitting around them during lecture. Students observed engaging in disruptive activity will be asked to cease this behavior. Those who continue to disrupt the class will be asked to leave lecture or discussion and may be reported to the Dean of Students.

**Course Communication Policy**
Course announcements and important information will be posted on D2L (as an announcement, or as part of the class slides).

**Email Policy**
Students are expected to attend office hours in the case of individual questions regarding grades, assignments, projects, or classes. There might be a delay in answering emails.

**Dispute of Grade Policy**
Students will have three (3) days after assignment grades are posted on D2L to dispute a grade.

**Makeup Policy for Students Who Register Late**
Students who register after the first class meeting may make up missed assignments if they are registered by 1/31/22.
Nondiscrimination and Anti-harassment policy
The University of Arizona is committed to creating and maintaining an environment free of discrimination. In support of this commitment, the University prohibits discrimination, including harassment and retaliation, based on a protected classification, including race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information. The University encourages anyone who believes they have been the subject of discrimination to report the matter immediately as described in the section below, “Reporting Discrimination, Harassment, or Retaliation.” All members of the University community are responsible for participating in creating a campus environment free from all forms of prohibited discrimination and for cooperating with University officials who investigate allegations of policy violations.

See:
https://policy.arizona.edu/human-resources/nondiscrimination-and-anti-harassment-policy

Subject to Change Statement
The information contained in the course syllabus, other than the grade and absence policies, may be subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Technology Use Policy
A laptop, tablet or mobile device may be used in class course-related activities only. Online shopping, video streaming, messaging, chatting and social media use, are not allowed during our classes. Violation of the in-class technology use policy, including non-class use of technology during class time carries consequences that may include being administratively dropped from the course.

Threatening Behavior Policy
Threatening behavior is prohibited.

The University seeks to promote a safe environment where students and employees may participate in the educational process without compromising their health, safety, or welfare. The Arizona Board of Regents (ABOR) Student Code of Conduct, ABOR Policy 5-308, prohibits threats of physical harm to any member of the University community, including to one’s self. Threatening behavior can harm and disrupt the University, its community, and its families.

See:
https://policy.arizona.edu/education-and-student-affairs/threatening-behavior-students

University Policies
Students are encouraged to review the University policies in the University Catalog:

https://catalog.arizona.edu/policy-type/grade-policies
Course Syllabus
Prof. Jose Mendoza, DBA
email: jmendoza@arizona.edu
zoom: https://zoom.us/j/2034287976