

QUIZ AND EXAM SCHEDULE
MKTG 4600: Retail Management - Fall Semester 2005

Chapter	Text assignment	Lesson Additional assignments will be shown on your homepage under <i>course content</i> link in WebCT for each lesson.	Quizzes & Exams	Practice Quizzes and Exams Available During the Following Times Only.	
				From	Until
Syllabus	MKTG 4600.001	SQ - Failure to take the syllabus quiz will result in your being dropped from the course!!	SQ	9/5 7:55 AM	9/6 11:55 PM
SCM Presentation	Supply Chain Management	L1			
Chapter 1	An Overview of Retailing	L2			
Chapter 2	Retail Strategy: Creating the Competitive Advantage	L3			
		L1, L2, & L3	EXAM 1	9/20 7:55 AM	9/21 11:55 PM
Chapter 4	Understanding and Identifying the Customer	L4			
Chapter 5	Store Location and Site Evaluation	L5			
Chapter 6	Store Design and Layout	L6			
		L4, L5, & L6	EXAM 2	10/17 7:55 AM	10/18 11:55 PM
Chapter 8	Financial Analysis and Management	L7			
Chapter 9	Planning Merchandise Needs and Merchandise Budgets	L8			
Chapter 10	Assortment Planning, Buying, and Vendor Relations and the Dynamics of the Retailer-Supplier Relationship Reading	L9			
		L7, L8, & L9	EXAM 3	11/14 7:55 AM	11/15 11:55 PM
Chapter 11	Pricing Merchandise	L10			
Chapter 12	Retail Advertising	L11			
Chapter 13	Retail Selling, Sales Promotion, and Publicity	L12			
Chapter 14	The Virtual Store and Retail Database Marketing	L13			
		L10, L11, L12, & L13	Exam 4	12/10 7:55 AM	12/10 11:55 PM

Final grades available on WebCT on or before 12/15 at 9:00 AM