

QUIZ AND EXAM SCHEDULE
MKTG 4600.007: Retail Management - Spring Semester 2006

Chapter	Pages	Text assignment	Exams / Practice Quizzes Available	Lesson Additional assignments will be shown on your homepage under <i>course content</i> link in WebCT for each lesson.	Exams are ONLY available between the times indicated below:
Syllabus		MKTG 4600.007	Syllabus Quiz You will be banned from taking exams if you do not complete the syllabus quiz by 1/23; See the registrars office for drop information.	SQ	1/23 7:55 AM to 1/23 11:55 PM
PowerPoint SCM Presentation		SCM PPT		A	
1	1-34	An Overview of Retailing		B	
2	35-68	Retail Strategy: Creating the Competitive Advantage		C	
			EXAM 1	Lessons A, B, & C	2/13 7:55 AM to 2/13 11:55 PM
4	101-138	Understanding and Identifying the Customer		D	
5	141-188	Store Location and Site Evaluation		E	
6	189-226	Store Design and Layout		F	
			EXAM 2	Lessons D, E, & F	3/6 7:55 AM to 3/6 11:55 PM
8	269-302	Financial Analysis and Management		G	
9	305-346	Planning Merchandise Needs and Merchandise Budgets		H	
10	347-386	Assortment Planning, Buying, and Vendor Relations		I	
			EXAM 3	Lessons G, H, & I	4/3 7:55 AM to 4/3 11:55 PM
11	387-426	Pricing Merchandise		J	

12	429-466	Retail Advertising		K	
13	467-502	Retail Selling, Sales Promotion, and Publicity		L	
14	505-538	The Virtual Store and Retail Database Marketing		M	
EXAM 4 (Be sure you make advance plans! Please Notice Limited Exam Availability!)				Lessons J, K, L, & M	5/8 7:55 AM to 5/8 PM 11:55 PM
Final grades available on WebCT on May 11 TH					