Geography 353: Retail Location  
Fall, 2013

Classes  
Tuesday & Thursday, 10:00 – 11:20, EV3, 4408

Instructor  
Clare Mitchell  
EV1-224, Email: cjamitch@uwaterloo.ca  
Office Hours: Tuesday and Wednesday, 2:30 – 4:30

Course Description  
This course introduces you to the field of retail geography, with particular emphasis on the creation, maintenance, and evolution of retail landscapes. We begin by examining the forces that are responsible for their creation. We then consider a variety of techniques that retail firms use to ensure their success in particular locations. We then explore the evolution of retail landscapes in the city and its countryside. In the final section, students present the results of their case study research.

Readings  
All but two* of the readings are available on the course web site. These chapter have been copied and bound and are available for sale in the Porter Library (Geography 353, 2013 Readings).

Course Management  
The course is managed through LEARN. A modified version of the slides used in class will normally be posted before each lecture. Announcements related to the course, and supplementary material, also will be posted at this site. If you would like to correspond with me, please use the email address found above; I do not respond to messages sent through LEARN.

Evaluation  
<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test</td>
<td>20%</td>
<td>October 15</td>
</tr>
<tr>
<td>Location project¹</td>
<td>45%</td>
<td>October 10 in drop box by 9 am</td>
</tr>
<tr>
<td>Individual report</td>
<td>15%</td>
<td>October 10</td>
</tr>
<tr>
<td>Power point slides</td>
<td>5%</td>
<td>November 19 in drop box by 9 am</td>
</tr>
<tr>
<td>Portfolio</td>
<td>15%</td>
<td>November 19 - 28</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
<td>November 19 - 28</td>
</tr>
<tr>
<td>Final Exam</td>
<td>35%</td>
<td>TBD</td>
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¹ Your final grade may be adjusted by up to 5 marks from 45 at my discretion to reflect comments provided in the peer-evaluation.
Test and Exam

The in-class test is 80 minutes in duration and will contain a mix of short and longer answer questions. The final exam will be 2.5 hours in duration, long answer format, and will cover material presented throughout the term.

Location Project

The purpose of this assignment is twofold: to give you an opportunity to apply some of the concepts and techniques that we will study in class to a real-world organization; and, to enhance your ability to work in a group setting. A detailed description of this project is posted on the course website. The main objective is for you and several classmates to select a new location for a retail chain or franchise of your choice somewhere within the Census metropolitan area of Kitchener - Cambridge - Waterloo, Ontario. Completion of this assignment will require participation in four mandatory in-class group planning meetings. A penalty of one course mark per meeting will be deducted for non-participation (exceptions will be made for valid medical reasons). To meet the requirements of this project, you will prepare an individual preparatory report; submit a group power point presentation and portfolio; provide a written peer evaluation; and report your findings to the class. One course mark per day will be deducted if the individual report, power point presentation or portfolio is submitted late.

Lecture Topics and Required Readings (subject to change)

Introduction

1. September 10   An Introduction to Geography 353
2. September 12   Retail Geography


Part 1: Forces Influencing the Development of Retail Landscapes

3. September 17   Demand


Final day to select a firm to study  
First mandatory in-class group planning meeting (30 minutes)  

5. September 24  Supply  


6. September 26  Consumer Behaviour  


**Part 2: Some “How-to” Techniques of Retail Location**  

7. October 1  How to Facilitate Asset Profitability: Retail Location Planning  


8. October 3  How to Choose a Location  


9. October 8  How to Deal with Competition  


10. October 10  How to Ensure Successful Expansion  


**Individual report is due in course drop box by 9 am**

11. October 15 **TEST (Covers Lectures 2 – 8)**

12. October 17 Second mandatory in-class group planning meeting

13. October 22 How to become a “Power Retailer”


Video: *Is Wal-mart Good for America?* (50 minutes).

**Part 3: Retail Landscapes of the City and its Countryside**

15. October 29 Early Urban Retail Landscapes


16. October 31 Third mandatory in-class group planning meeting

17. November 5 Contemporary Urban Retail Landscapes 1


**Video: Temples of Mammon** (30 minutes)

18. November 7  
**Contemporary Urban Retail Landscapes 11**


19. November 12  
**Final mandatory group planning session**

20. November 14  
**Retail Landscapes in the Countryside:**
Guest speaker

Readings: To be determined

**Part 4: Case Studies**

21. November 19  
**Presentations 1-3**

*All group power point presentations must be uploaded by 9 am*.  
**Group portfolios and individual peer evaluations are due in class**

22. November 21  
**Presentations 4-6**

23. November 26  
**Presentations 7-9**

24. November 28  
**Presentation 10, course evaluation, exam information**

**Notes:**

**Unclaimed Assignments:** These will be retained until one month after term grades become official in quest. After that time, they will be destroyed in compliance with UW’s confidential shredding procedures.

**Academic Integrity:** In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility.
Students who are unsure what constitutes an academic offence are requested to visit the on-line tutorial at http://www.lib.uwaterloo.ca/ait

Research Ethics: Please also note that the 'University of Waterloo requires all research conducted by its students, staff, and faculty which involves humans as participants to undergo prior ethics review and clearance through the Director, Office of Human Research and Animal Care (Office). The ethics review and clearance processes are intended to ensure that projects comply with the Office’s Guidelines for Research with Human Participants (Guidelines) as well as those of provincial and federal agencies, and that the safety, rights and welfare of participants are adequately protected. The Guidelines inform researchers about ethical issues and procedures which are of concern when conducting research with humans (e.g. confidentiality, risks and benefits, informed consent process, etc.). If the development of your research proposal consists of research that involves humans as participants, the please contact the course instructor for guidance and see http://iris.uwaterloo.ca/ethics/

Note for students with disabilities: The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.

Religious Observances: Please inform the instructor at the beginning of term if special accommodation needs to be made for religious observances that are not otherwise accounted for in the scheduling of classes and assignments.

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please contact your Undergraduate Advisor for details.

Discipline (as noted above): A student is expected to know what constitutes academic integrity, to avoid committing academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties, check Guidelines for Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm

Appeals: A decision made or penalty imposed under Policy 70 - Student Petitions and Grievances (other than a petition) or Policy 71 – (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm