COURSE OBJECTIVES

The service sector is the largest of all economic activities. In developed countries, it employs more people than any other economic activity and this trend is going to continue in the foreseeable future. The rapid changes in the sector brought about by modern technology have been accompanied by a changing geography that in turn has generated some basic questions relevant to both service firms and the communities in which those firms are located. Thus, for service firms, the question of the best location has become more important than ever before. At the same time, the location impact of retail and service firms on the local communities has become a matter of great importance to planners of local economic development.

This course focuses on retail location. You will learn the techniques and methods employed in the two broad but interrelated phases of retail location analysis, namely site selection and trade area analysis. The ultimate goal is to prepare you for careers in retail location analytics in private business and in city and community development.

By the end of this course, you will

(1) Be able to describe and explain the changing geography of the retail and service sector.
(2) Know the theory of retail and service firm location.
(3) Become competent in the processes, methods, and tools for identifying the best location for retail and service firms.
(4) Become competent in the processes, methods, and tools used in post location analysis of retail and service firms.
(5) Be able to plan, implement, and enhance local economic development through retail and service sector projects.

COURSE ORGANIZATION

This course will meet once a week on Wednesday 17:30 – 20:00 in Wood 3713.

The course material falls into three units.

Unit I: The Retail and Service Sector
Unit II: The Location of Retail and Service Firms (Retail Location Analytics)
Unit III: Retail and Service Firms and Local Economic Development.

Class will follow a lecture/lab/discussion format. You will be responsible for reading the course material. Meeting times will be devoted to giving general overview and responding to questions related to the material.
TEXTS

The course material includes readings from various books and journal articles. However, it is recommended that you have purchase the following texts.


ADDITIONAL READINGS


Additional readings will be on e-learning.

COURSE EVALUATION

The course will be evaluated as follows

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>30</td>
</tr>
<tr>
<td>Reviews</td>
<td>30</td>
</tr>
<tr>
<td>Projects</td>
<td>70</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>100</strong></td>
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Attendance Policy

This is not an on-line course. Attendance is required at the agreed times of meeting. If for a good reason (e.g. illness or family emergencies) you are not able to attend class please send me an e-mail message. You will be responsible for the reading and learning the material you missed but I will be willing to explain assignments and answer any questions you may have.

Reviews

There will be at least three reviews- a form of quizzes- on the course material to make sure that you have mastered them.

Projects

You will do at least six projects. These projects will provide you with the opportunity to apply the concepts and techniques in the reading material. Thus, the projects will cover the two broad sections of retail location analytics - site selection and trade area analysis. Specific techniques will include the use of spreadsheets such as Excel, and statistical analysis packages such as SPSS and GIS applications. You will have to do a good job on these exercises so that you can present them as additional evidence of your skills in future. For this reason, you will submit a portfolio with all the exercises you do with full documentation regarding the nature of the problem, the analysis of the problem, and the methods you used to solve the problem. As indicated above, these exercises will account for 70 points of your final grade.
GRADING

Each project will be graded out of a maximum point of 30. The total number of points will be added up at the end of the semester and weighted against 70 points.

Each review will be graded as a percentage of the total number of questions. These percentages will then be weighted against the total points each review is worth as specified by the evaluation requirements.

Your final grade will be determined by adding up your points for the projects and reviews. A letter grade will then be assigned to your total number of points according to the cutoff points indicated in the table below. Then your attendance record will be checked to see if you will keep that grade or you will drop down.

<table>
<thead>
<tr>
<th></th>
<th>A 92 - 100</th>
<th>BA 88 - 91</th>
<th>CB 78 - 81</th>
<th>DC 68 – 71</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>82 – 87</td>
<td>C 72 – 77</td>
<td>D 60 – 67</td>
<td>F Below 60</td>
</tr>
</tbody>
</table>

I do not use a curve to assign the final grade. However, I use the following rule:

**If your score is within 1 point from the next score, before or after rounding, you will be assigned the next score and its equivalent grade.**

**My rounding rule is: any points from 0.45 to 0.99 will be counted as 1.**

**A Note from the Faculty Senate's Professional Concerns Committee:**

“Students are responsible for making themselves aware of and understanding the University policies and procedures that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. The academic policies addressing Student Rights and Responsibilities can be found in the Undergraduate Catalog at [http://catalog.wmich.edu/content.php?catoid=24&navoid=974](http://catalog.wmich.edu/content.php?catoid=24&navoid=974) and the Graduate Catalog at [http://catalog.wmich.edu/content.php?catoid=25&navoid=1030](http://catalog.wmich.edu/content.php?catoid=25&navoid=1030). If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s) and if you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test. In addition, students are encouraged to access the Code of Honor, as well as resources and general academic policies on such issues as diversity, religious observance, and student disabilities:

Office of Student Conduct [www.wmich.edu/conduct](http://www.wmich.edu/conduct)
Division of Student Affairs [www.wmich.edu/students/diversity](http://www.wmich.edu/students/diversity)
Registrar’s Office [www.wmich.edu/registrar](http://www.wmich.edu/registrar) and [www.wmich.edu/registrar/policies/interfaith](http://www.wmich.edu/registrar/policies/interfaith) Disability Services for Students [www.wmich.edu/disabilityservices](http://www.wmich.edu/disabilityservices). “Religious Observances:
PROPOSED TOPICS AND READINGS

UNIT I: INTRODUCTION TO SERVICE AND RETAIL SECTOR

Week 1: January 11 – January 15, 2016
Course Introduction
The Retail and Service Sector I
Definitions, Classification, and Growth
Riddle Chapter 1

Week 2: January 18 – January 22, 2016
The Retail and Service Sector II
Definition, Classification, Location Patterns, Growth
Lewis and Dart Chapters 1-5
Project 1

The Retail Sector II
Growth and Change
Lewis and Dart Chapters 6 - 9

UNIT II: THE LOCATION OF RETAIL AND SERVICE FIRMS

Week 4: February 1 – February 5, 2016
The Theory of Retail Location
Ofori-Amoah Chapter 4

Week 5: February 8 – February 12, 2016
REVIEW 1
The Practice of Retail Location
Ofori-Amoah Chapter 3; Cox Chaps 1 & 4; Salvaneschi Chap 1; Fenker Chaps 1 - 3.

Week 6: February 15 – February 19, 2016
Site Selection 1
Market Selection
Cox Chap 2; Raeon 2015 Chap 1; Salvaneschi, Chap 1; Ghosh and McLafferty, Chap 3;
Fenker Chaps 4 & 5
Project 2

Week 7: February 22 – February 26, 2016
Site Selection II
Areal Analysis: Physical and Socioeconomic Environments
Salvaneschi, Chaps 1 & 9; Raeon Chap 8; Ghosh and McLafferty, Chap 3; Fenker Chaps 4 & 5

Week 8: February 29 – March 4, 2016
Site Selection III
Areal Analysis- Competitive Environment -and Site Evaluation
Salvaneschi, Chaps 6, 7, & 8; Ghosh and McLafferty, Chap 3; Fenker Chaps 6-12
Project 3

MARCH 7 – MARCH 11, 2016: SPRING BREAK
Week 9: March 14 – March 18, 2016
  Trade Area Analysis I
  Definition, Concepts, and Identification
  Text Chap 10; Salvaneschi Chap 4, Ghosh & McLafferty Chap 4
  Project 4

Week 10: March 21 – March 25, 2016
  REVIEW 2
  Trade Area Analysis II
  Sales Forecasting and Store Assessment Using Subjective, Normative, and the Analog Methods.
  Cox Chaps 6 & 7; Salvaneschi Chap 5, Ghosh & McLafferty Chap 4

Week 11: Mar 28 – Apr 1, 2016 – AAG ANNUAL MEETING, SAN FRANCISCO, CA

Week 12: April 4 – April 8, 2016
  Trade Area Analysis III
  Sales Forecasting and Store Assessment Using Regression Methods and Spatial Interaction Methods
  Raeon Chap 8; Salvaneschi Chap 5, Ghosh & McLafferty Chap 4 & 5
  Project 5

Week 13: April 11 - April 15, 2016
  Making the Decision
  Raeon Chap 7; Salvaneschi Chaps 10
  Project 6

UNIT III: RETAIL AND SERVICE FIRMS AND LOCAL ECONOMIC DEVELOPMENT

Week 14: April 18 – April 22, 2016
  Retail and Service firms and Local Economic Development

Week 15: April 25 – April 29, 2016
  Review III