Wholesaling and Retailing Food Products  
ABUS 312 (3 units); Fall 2015  
Tuesday, 5:00 p.m. to 7:50 p.m.  

California State University, Chico  

Instructor: Marnie R. Dalton       Email: mdalton@propacificfresh.com       Phone: (530) 898-4908  
Office hrs: T 4:30-5 p.m.       Office: Plumas 108       Cell: (530) 228-1269  
TH 4:30-5 p.m.       mdalton@csuchico.edu  secondary email  
Or by Appointment  

Description: Principles and practices of distributing food products from producer to consumer this includes buying, assembling, transporting, handling, receiving and merchandising. The functions of wholesalers and intermediate handlers including food brokers will be discussed as well as an in-depth analysis of the retail industry.  

In addition, you will be involved in developing a wholesale or retail business from inception to the point of requesting funding from a bank.  

Required Text Material: Material and Readers will be available on the Blackboard.  

Course Requirements:  

1. **Active participation in class discussions** is a must; hence attendance is required in class and absences will count against you each class is worth 10 points.  
2. Be prepared to **work in groups** in class on case studies. On the course outline there are cases assigned, each of the cases will be worked on in class and a typed response will be due the following class meeting. If time allows more cases or assignments will be assigned during class time.  
3. Homework or assignments **will not be accepted after the due date**. You may submit them early and I will accept assignments up to the end of class on the due date. All assignments will be turned in on the blackboard, exams are the exceptions.  
4. **Exams:** There will be two mid-term exams and a final; all exams will consist of multiple choice, true false, fill-in, and short answer questions. There will be no make-up exams and as always there is no talking during an exam or a quiz.  
5. **Group Term Paper and Oral Presentation:** Please see Project guidelines. Oral presentations should be approximately 10-15 minutes in length. Your grades will be determined by the written presentation (80%) and oral presentation (20%). In addition, a written peer review of each group member will be turned in, include in your comments a grade between 1 and 100 for each of your members.  
6. **Individual Term Paper:** This term paper will be a maximum of 5 typed pages double-spaced. It is an independent effort and can be on any topic related to agriculture. It is due the week before finals. The formatting for terms paper, etc. will follow.  
7. If you have a disability that requires special accommodations, you must contact a counselor at Disability Support Services.  
8. Students are responsible for handling the necessary paperwork for adding or dropping this class by the due dates found in the 2015-2016 Academic Calendar. University guidelines for dropping classes are strictly adhered to.  
9. The course outline will be followed and it is **your responsibility** to be prepared for each class. It is the instructor’s discretion to make appropriate changes to the course outline.  
10. The class follows the standards set in the Code of Students Rights and Responsibilities (EM 96-38) and students are subject to disciplinary action for violation of that code. It is the student’s responsibility to know those codes and adhere to them.
Grades will be based on percentages (no class curves) and are assigned as follows:

- **A**: 93-100%
- **A-**: 90-92%
- **B+**: 87-89%
- **B**: 83-86%
- **B-**: 80-82%
- **C+**: 77-79%
- **C**: 73-76%
- **C-**: 70-72%
- **D+**: 66-69%
- **D**: 60-65%
- **D-**: 56-59%
- **Other**: <60%

(2) **Mid-Terms** @ 15% each = 30%
- Group Term Paper & Oral Presentation = 25%
- Final Exam = 15%
- Individual Term Paper = 10%
- Attendance = 10%
- Class Participation/Assignments = 10%

Total 100%

It is recommended that students make and keep a copy of all assignments and papers submitted to the instructor.

If there is evidence that you have been involved in any form of academic dishonesty, you will receive an “F” grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.

If a student feels an error in grading has been made, the student has one week from the time of the assignment is returned to request a review of the grade. The request must be in writing – attached to the original assignment and must include a specific statement as to what is in error, how it should be corrected, and what supporting evidence is available.

**Altering Course Status**

Requesting “No Grade of Record” (NGR), alterations in Credit/No-Credit status or withdrawing from the course is the student’s responsibility, as is attending to the necessary paperwork and timelines except where required of the instructor by university policy.

If student does not withdraw, and does not attend class or complete required work, an “F” will be reported for their grade. Instructors may drop a student or issue a “W” for those students who do not attend the first two classes. Students should never assume that instructors automatically drop students from their class. After the 20th week of instruction, withdrawal (W) is permitted only for extenuating circumstances.

**Requesting an Incomplete (“I”):** A student must have a passing grade at the time they request an incomplete from the instructor, who at their discretion may or may not award and incomplete as the grade. If it is awarded, the student must complete all remaining coursework in the following semester. An incomplete is not given because a student is unable or unwilling to keep pace with the requirements of a course.

**Adding this Class:** For students not currently enrolled in this class, for the first week of class students may continue to enroll in open classes without an add authorization number. For closed classes, students must attend the class to obtain and add authorization from the instructor prior to registration. Forms for adding can be obtained in the College of Ag office.
**Expected Student Behavior in the Classroom**

- Students are expected to turn off all cell phones and other electronic devices during class time.
- Students are expected to pay attention and participate in class meetings.
- Students may not read other materials (newspapers, magazines) during class unless it is directly related to the course.
- Students are to remain in class during the entire session with the exception of breaks. Students are not allowed to come and go during the class session.
- All class participants are expected to exhibit respectful behavior to other students and the instructor.
- All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The class follows the standards set in the *Code of Students Rights and Responsibilities (EM 96-38)* and students are subject to disciplinary action for violation of that code.

**Academic Conduct and Appealing Grades:**

**Academic Honesty**

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors. Students who violate these standards (e.g., cheating and plagiarism) must be confronted and must accept the consequences of their actions. The university's policies on academic dishonesty will be strictly enforced. It is the student's responsibility to know and understand the CSUC Academic Honesty Policy. The university's policy is provided in their catalog as well as via its web site. Ignorance of university policies and to what constitutes academic dishonesty are not acceptable excuses in this matter. If there is evidence that the student has been involved in any form of academic dishonesty, they will receive an “F” grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.
# Wholesaling and Retailing of Food Products

## Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter &amp; Description</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/25</td>
<td>Introduction to Course and Instructor’s expectations&lt;br&gt;Review Group Project Requirements</td>
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<tr>
<td>9/1</td>
<td>An Overview of Retailing and Wholesaling&lt;br&gt;Retail Strategy: Creating the Competitive Advantage</td>
<td>Reader pgs 1-17</td>
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<tr>
<td>9/8</td>
<td>The Environment of Retailing and Decision-Making Issues</td>
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<td>9/15</td>
<td>Understanding and Identifying the Customer&lt;br&gt;Customer Information from Research&lt;br&gt;<strong>Draft of Part 1 is Due</strong>&lt;br&gt;Review for Mid-term</td>
<td>Reader pgs 18-38</td>
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<tr>
<td>9/22</td>
<td><strong>Midterm Exam</strong>&lt;br&gt;Store Location and Site Evaluation</td>
<td>Reader pgs 39-60</td>
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<tr>
<td>9/29</td>
<td>Store Design and Layout</td>
<td>Reader pgs 61-77</td>
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<tr>
<td>10/6</td>
<td>Human Resource Management and Store Organization&lt;br&gt;<strong>Draft of Part 2 is Due</strong></td>
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<tr>
<td>10/13</td>
<td>Financial Analysis and Management&lt;br&gt;<strong>Draft of Part 3 is Due</strong></td>
<td>Reader pgs 78-93</td>
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<tr>
<td>10/20</td>
<td>Planning Merchandise Needs and Merchandise Budgets&lt;br&gt;Retail Advertising&lt;br&gt;Review for Midterm</td>
<td>Reader pgs 94-110</td>
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<tr>
<td>10/27</td>
<td>Retail Selling, Sales Promotion, and Publicity&lt;br&gt;<strong>Draft of Part 4 is Due</strong></td>
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<td>11/3</td>
<td><strong>Mid-term Exam</strong>&lt;br&gt;Assortment Planning, Buying, and Vendor Relations&lt;br&gt;<strong>Draft of Part 5 is Due</strong></td>
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<tr>
<td>11/10</td>
<td><strong>Veteran’s Day</strong>, no class scheduled</td>
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<td>11/17</td>
<td>Pricing Merchandise&lt;br&gt;The Virtual Store and Retail Database Marketing&lt;br&gt;<strong>Group Term Paper is Due</strong></td>
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<td>11/23-11/27</td>
<td>Thanksgiving Holiday Week</td>
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<td>12/1</td>
<td>Globalization and Changing Retail Formats</td>
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<td>12/8</td>
<td><strong>Oral Presentations</strong>&lt;br&gt;<strong>Individual Term Paper Due</strong></td>
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<td>12/15</td>
<td><strong>Final Exam (Comprehensive)</strong></td>
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