Marketing B9601-34  Seminar in Retailing

Professor Alan Kane

This course deals with CEO leadership in a retailing venue. It has a twofold purpose: 1) for those students who aspire to run a major corporate entity (retailing or otherwise); and 2) for those students who have an interest in marketing, retailing or manufacturers who sell to the retailing industry.

There are lectures and discussions, but the majority of the course utilizes the case method and visiting speakers from the largest retailers in the country. Although the course concentrates on the retailing industry, it is geared to running any business and therefore is a laboratory for learning and exercising leadership in the business organization. Each student is required to take on the position of the CEO in each retailing case to grapple with strategy, human resource issues, organizational structure, new business opportunities, financial considerations and or marketing directions that he/she must decide is the best course of action for the company. This is followed by a visiting CEO or President, who speaks about the strategy and direction of his/her own company. The following is a list of those executives who have agreed to speak during the semester:

- Patricia DeRosa, President, Ann Taylor Corporation
- James Donald, Chairman & CEO, Pathmark Supermarkets
- Joe Ettore, Chairman & CEO, Ames Stores
- Stephen Gordon, Chairman & CEO, Restoration Hardware
- Jeanne Jackson, CEO, Banana Republic
- Terry Lundgren, President, Federated Department Stores
- Arthur Newman, Senior Partner-Restructuring, The Blackstone Group
- Jason Olim, Chairman & CEO, CD Now.com
- Leonard Riggio, Chairman & CEO, Barnes & Noble
- Denise Seegal, President, Liz Claiborne Corporation
- Ken Seiff, CEO, Bluefly.com

The main thrust of the course teaches a practical approach to leading a large corporate entity. However, as a backdrop, the course will consider the retailing institutions; department stores, e-commerce, off-price retailers, specialty chains, food retailers, and international retailers. In addition, it will also concentrate on operations, including merchandising, sales promotion, advertising, human resources, locations and in-store presentation and layout.

Professor Alan Kane spent his entire career in retailing and since 1979 was the CEO of three retailing chains.

This course is limited to 75, 2nd year students only. No prerequisite is necessary. No auditing.