

DEPARTMENT OF GEOGRAPHY
University of Toronto

COURSE OUTLINE Summer 2014

COURSE: **GGR 252 - Marketing Geography**

INSTRUCTOR: Stephen Swales - Room SS5038; swales@geog.utoronto.ca

Outline

This course is primarily concerned with retail location: how to best reach consumers of goods and services. In the discussion of retail location it is possible to cast some light on the behaviour and organization of private business, and to learn about the processes of economic geography. For example, we can look at location decisions in terms of consumer demand or behaviour, from the perspective of a location analyst, in the context of the marketing strategy of a retail chain, or as part of the land planning process. Virtual retailing and Geographical Information Systems (GIS) add new perspectives to the enterprise of exposing retail facilities to target audiences.

The topics include:

The geography of demand	The location decision
The organization of the retail sector	Site selection techniques
Consumer behaviour	Trade area analysis
Retail activity at the settlement scale	GIS in decision support
Retail structure within the city	Planning issues
The forces behind retail change	Virtual retail and the future

Textbook

Stephen Swales (ed.) 2008, *Marketing Geography* (3rd. ed.), Boston: Pearson Custom Publishing. ISBN 0-536-69374-9 PLEASE NOTE: you need the third edition of the book; it is substantially different from earlier editions so they will not suffice. The book was written for this course; read the assigned chapters.

Requirements

Tutorials will develop and discuss two assignments. A tutorial schedule will be posted online; due dates are clearly indicated on this schedule.

Assignments (2): Total Value: 60 marks
Final Exam; Duration: 2 hours. Value: 40 marks.

Penalty for Late Work

A late penalty of 10 per cent of the value of the assignment will be subtracted for assignments that are late by one week or less. Assignments more than one week late will not be accepted without *documented* good cause.

MARKETING GEOGRAPHY – COURSE OUTLINE – Swales

Course textbook: Stephen Swales (ed.), 2008, *Marketing Geography* (third edition), Boston: Pearson Custom Publishing (ISBN 0536-69374 -9). PLEASE NOTE: you need the third edition of the book; it is substantially different from earlier editions so they will not suffice.

1. MARKETING, GEOGRAPHY, AND MARKETING GEOGRAPHY

Retail and other urban services. The global context of retail. Typologies of retail. Hierarchies of services. Public and private sector perspectives. Overview of retail market and retail supply. Consumption and the environment.

Textbook Reading: “Introduction”, Stephen Swales
Chapter 1, Wang and Du, “Foreign Retailers in China”
Chapter 2, Jones and Hernandez, “Dynamics of the Canadian Retail Environment”

2. SPATIAL CONCEPTS AND THE VALUE OF THE GEOGRAPHICAL PERSPECTIVE

Distance, distance decay, intervening opportunities, gravity models. The value of location. GIS and Geodemographics. The geographical perspective.

Textbook Reading: “Introduction”, Stephen Swales
Chapter 3 “Entertainment Cross Shopping” Wang, et. al.

3. TRADE AREA DELIMITATION TECHNIQUES

Normative and Behavioural Approaches.
Thiessen polygon, Converse (Reilly) breakpoint and Huff models.

Textbook Reading: Chapter 4 Stephen Swales, “Trade Area Analysis”

4. CUSTOMER SPOTTING TECHNIQUES

Who and where? Surveys and affinity cards. Market penetration. Virtual media.
Customer tracking. RFIDs

Textbook Reading: Chapter 3, S. Wang, R. Gomez-Insausti, M. Biasiotto, P. Barbeiero and B. McNally, “Entertainment cross-shopping: A Comparative Analysis.”
Chapter 4 Stephen Swales, “Trade Area Analysis”

5. SITE SELECTION TECHNIQUES

Overview of site selection methods. Application of regression analysis.

Textbook Reading: Chapter 5, Stephen Swales, “Site Selection and Evaluation”

6. THE GEOGRAPHY OF DEMAND

Market composition and location. Socio-economic, demographic and ethnic composition.
Typical geographical patterns.

Textbook Reading:
Chapter 7, Simmons, J. and Kamikihara, S. “Urban Markets”
Chapter 8, Simmons, J. and Kamikihara, S., “Canada’s Megamarkets”

Chapter 9, Stephen Swales, “Data and Observations on Major Canadian Urban Areas, 2006”

7. CONSUMER BEHAVIOUR

Normative and behavioural approaches to understanding consumer behaviour. Perception and imagery. Customer tracking – GPS.

Textbook Reading:

Chapter 16, Losch, B., Consumer Behaviour and Power Retailing

Chapter 3, Wang et.al.; Chapter4, Swales; Chapter10, Simmons & Kamikihara.

8. THE GEOGRAPHY OF RETAIL SUPPLY: RETAIL STRUCTURE AND CHANGE

Types of retail activity. Evolution of the Canadian retail system. The role of the shopping centre and retail chains. Emergence of “big boxes” and power centres. The Toronto experience. The changing experience of downtowns.

Textbook Reading:

Chapter 2, Jones and Hernandez, “Dynamics of the Canadian Retail System”

Chapter 11, Daniel, C. and Hernandez, T. “Canada’s Leading Retailers: Fourth Edition”

Chapter 13 Wrigley, N., and Lowe, M., “The Mall”

Chapter 14, Hernandez, T., Erguden, T., and Svindal, M., “Power Retail Growth in Canada and the GTA: 2006”

Chapter 15 Hernandez et. al. “Hot Spots in Canadian Retailing”

9. CHANGING MARKET AND SUPPLY RESPONSES

Population and economic changes and the consequences for consumption.

Textbook Reading:

Chapter 10, Simmons, J. and Kamikihara, S., and Hernandez, T., “Aging Consumers and the Commercial Structure”

Chapter 12, Hernandez, T., Helix, J. and Moore, P., “The Changing Character of Retail Strips in the City of Toronto: 1996-2005”

10. RETAIL PLANNING ISSUES

Externalities and planning debates. Urban futures.

Textbook Reading:

Chapter 12, Hernandez, T., Helix, J. and Moore, P., “The Changing Character of Retail Strips in the City of Toronto: 1996-2005”

11. THE FUTURE: CHANGING TRENDS IN RETAIL SUPPLY AND CONSUMPTION

Non-store retailing. Virtual shopping and the re-emergence of catalogue shopping. The future of retailing or a complement to existing retailing?

Textbook Reading:

Chapter 17, Hernandez, T., “Lifestyle Centres in Canada: 2007

Chapter18 Stephen Swales, “Some Data and Observations on the Digital Divide and Internet Shopping”