



## **DEPARTMENT OF GEOGRAPHY**

### **GEOGRAPHY 3751 FAO RETAIL LOCATION FALL 2019**

#### **CONTACT INFORMATION**

Instructor: W. R. Horne, PhD

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Office Location OA3008

Office Hours Available before and after class

Phone Number 705-330-4008 Ext. 2618

Course Website <https://www.lakeheadu.ca/users/H/rhorne/teaching>

#### **DELIVERY LOCATION**

Times: Lecture M/W 5:30-7:00pm Rm OA1010

#### **COURSE DESCRIPTION**

The study of retailing activities within cities from a geographical perspective. Examination of urban shopping areas with respect to their form, historical evolution, present problems and future prospects. Analysis of the location decision making of retail firms and spatial behaviour of consumers.

#### **COURSE OBJECTIVES**

Students should become aware of the complex nature of their consumer decisions at both global and local scales. Expansion of concepts from cultural and economic geography.

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#### **REQUIRED MATERIALS**

Required Text: Readings will be available either on D2L or on reserve in the library.

#### **ADDITIONAL MATERIALS**

Lecture slides will be available on D2L. However students should not assume that this is an alternative to attending class. Test questions may include material from class not included in slides.

## EVALUATION

Component	Value	Due Date	
Assignment 1	20%	Sept 24th	
Midterm	20%	Oct 8th	
Assignment 2	25%	Nov 7th	
Final Exam	35%	Set by Registrar	

## COURSE POLICIES

Attendance is expected.

Requests for late submission must be made BEFORE the due date

Penalty for, late submissions 10% unless medical or compassionate grounds arranged before due date.

TESTS and EXAMS must be written on date scheduled.

### Assignments:

Assignments are due in class on the date specified. They will be posted on D2L well in advance of due dates.

### Mid-term:

Written in class. Short answer questions, which may include diagrams, covering lecture material to date.

### Final Exam:

Same style as midterm covering material since midterm plus general questions.

## MISSED EXAMS

Make-up examinations will only be given with written documentation from a healthcare practitioner using the official Student Health Certificate, available at

<http://registrar.lakeheadu.ca/uploads/docs/F.HealthCertificate.pdf> (see next page).

Final examinations run from Dec 6 -17<sup>th</sup> inclusive. **There will be no rescheduling of examinations to accommodate holiday travel or extracurricular activities. No one will be allowed to write examinations prior to the scheduled date.**

**DO NOT PLAN YOUR VACATION BEFORE EXAM DATES ARE POSTED**

## GRADING SCHEME

A+	90 to 100%	Outstanding understanding of the course concepts including integration of materials and ideas, ability to apply knowledge to situations
A	80 to 89%	
B	70 to 79%	Above average to excellent knowledge, ability to apply knowledge to situations
C	60 to 69%	Satisfactory knowledge including ability to recognise and apply major course concepts, and to progress to next level of course
D	50 to 59%	Some grasp of course concepts; will likely encounter difficulty with higher levels
E	40 to 49%	Failed to meet minimum requirements of the course
F	1 to 39%	Failure

## COURSE SCHEDULE

Lesson	Date	Topic	READING
1	Sept 4	Introduction	1
2,3	9/11	Consumer Behaviour	2
4,5	16/18	Central Place Theory	3
6,7	23/25	Entrepreneurial Behaviour	ASSIGNMENT 1 due 25th 4
8,9	30/ Oct 2	Store Models	
10,11	Oct 7/9	Midterm Oct 9	
	Oct 14	Reading Week	
12,13	21/23	Return Midterms Downtowns	
14,15	28/30	Tourism	
16,17	Nov 4/6	Strip development and Shopping Malls	Assignment 2 due Nov6th Nov 8 Withdrawal Deadline
18,19	11/13	Big Box Centres	
20,21	18/20	Shopping and the Home	
22,23	25/27	e-commerce Service industry	
24	Dec 2	Final Comments and Review	Final Exam set by Registrar

**NOTE:** Any important announcements, including changes in due dates will be announced in-class and sent to your University email account

## GENERAL REGULATIONS

Student Accessibility Services (SAS) (Thunder Bay) and Student Affairs (Orillia) coordinate services and facilitates reasonable academic accommodations for students with disabilities. Academic accommodations are provided on the basis of documentation of a disability. Additional information is available at the following campus websites:

Thunder Bay: <http://learningassistance.lakeheadu.ca/>.

Orillia: <http://orillia.lakeheadu.ca/about-us--orillia-student-affairs/>

## **ACADEMIC DISHONESTY**

The University takes a most serious view of offences against academic honesty such as plagiarism, cheating and impersonation. Penalties for dealing with such offences will be strictly enforced.

A copy of the "Code of Student Behaviour and Disciplinary Procedures" including sections on plagiarism and other forms of misconduct may be obtained from the Office of the Registrar.

<http://policies.lakeheadu.ca/policy.php?pid=60>

The following rules shall govern the treatment of candidates who have been found guilty of attempting to obtain academic credit dishonestly.

- (a) The minimum penalty for a candidate found guilty of plagiarism, or of cheating on any part of a course will be a zero for the work concerned.
- (b) A candidate found guilty of cheating on a formal examination or a test, or of serious or repeated plagiarism, or of unofficially obtaining a copy of an examination paper before the examination is scheduled to be written, will receive zero for the course and may be expelled from the University.

Students disciplined under the Code of Student Behaviour and Disciplinary Procedures may appeal their case through the Judicial Panel.

Note: "Plagiarism" shall be deemed to include:

1. Plagiarism of ideas as where an idea of an author or speaker is incorporated into the body of an assignment as though it were the writer's idea, i.e. no credit is given the person through referencing or footnoting or endnoting.
2. Plagiarism of words occurs when phrases, sentences, tables or illustrations of an author or speaker are incorporated into the body of a writer's own, i.e. no quotations or indentations (depending on the format followed) are present but referencing or footnoting or endnoting is given.
3. Plagiarism of ideas and words as where words and an idea(s) of an author or speaker are incorporated into the body of a written assignment as though they were the writer's own words and ideas, i.e. no quotations or indentations (depending on format followed) are present and no referencing or footnoting or endnoting is given.
4. The submission of any work that was not the original work of the submitter.
5. the submission of the same work for two courses without the permission of both instructors.

A listing of University Regulations can be found at:

<http://calendar.lakeheadu.ca/current/contents/regulations/univregsintro.html>