



DEPARTMENT OF GEOGRAPHY

GEOGRAPHY 3751 FAO RETAIL LOCATION FALL 2022

CONTACT INFORMATION

Instructor: W. R. Horne, PhD

Email rhorne@lakeheadu.ca

Office Location OA3008

Office Hours Available before and after class

Phone Number 705-330-4008 Ext. 2618 (please use email)

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

DELIVERY LOCATION

Times: Lecture M/W 5:30-7:00pm Rm OA2010

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 28 th	
Assignment 2	20%	Oct 19 th	
Assignment 3	25%	Nov 21 st	
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.

EXAM 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:

Short answer questions, which may include diagrams, covering lecture material.

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 8 -18th 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 7	History of Retailing	1
2,3	12/14	History of Retailing	2
4,5	19/21	Consumer Behaviour	3
6,7	26/28	Central Place Theory	ASSIGNMENT 1 due 28th 4
8,9	Oct 3/ 5	Entrepreneurial Behaviour	
	Oct 10/12	READING WEEK	
10,11	Oct 17/19	Store Models Downtowns	Assignment 2 due Oct 19
12,13	24/26	Downtowns Ribbon Developments	
14,15	Oct 31/Nov 2	Tourism Shopping Malls	
16,17	Nov 7/9	Big Box Stores	Nov 4 Withdrawal Deadline
18,19	14/16	Services Shopping and the Home	
20,21	21/23	E-commerce	Assignment 3 due Nov 21st
22,23	28/30	New Technology	
24	Dec 5	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

Course Policies

- Communications with me should be via email and a response should be given within 12 hours. Use your university email address and send via university email to rhorne@lakeheadu.ca.
- Students are expected to follow the behavioral standards referenced in the [Student Code of Conduct - Academic Integrity](#)

Academic Integrity Statement:

I understand and agree that:

(1) Unless otherwise allowed by the course instructor, I must complete the assignments in this course without the assistance of anyone else.

(2) Unless otherwise allowed by the course instructor, I must not access any sources or materials (in print, online, or in any other way) to complete any course exam.

I further understand and agree that, if I violate either of these two rules, or if I provide any false or misleading information about my completion of course assignments or exams, I may be prosecuted under the Lakehead University Student Code of Conduct – Academic Integrity, which requires students to act ethically and with integrity in academic matters and to demonstrate behaviours that support the University's academic values.

Copyright

Students should be aware that all instructional, reference, and administrative materials prepared for this course are protected in their entirety by copyright. Students are expected to comply with this copyright by only accessing and using the course materials for personal educational use related to the course, and that the materials cannot be shared in any way, without the written authorization of the course instructor. If this copyright is infringed in anyway, students may be prosecuted under the Lakehead University Student Code of Conduct – Academic Integrity, which requires students to act ethically and with integrity in academic matters and to demonstrate behaviours that support the University's academic values

- (2) I am **not** permitted to download, copy, or store (in any medium) any text, image, or sound component of the course materials for any other purpose whatsoever, or to forward or share, transmit, broadcast, show, post or play in public, adapt, or change in any way any text, image, or sound component of the course materials, except as expressly authorized, and only to the extent authorized, in writing, by the course instructor." All materials should be destroyed after the exam is written.

Regulations

It is the responsibility of each student registered at Lakehead University to be familiar with, and comply with all the terms, requirements, regulations, policies and conditions in the Lakehead University [Academic Calendar](#). This includes, but is not limited to, Academic Program Requirements, Academic Schedule of Dates, University and Faculty/School Policies and

Regulations and the Fees and Refund Policies and Schedules (Lakehead University Regulations webpage, 2020-21).

Supports for Students – there are many resources available to support students. These include but are not limited to:

- [Health and Wellness](#)
- [Student Success Centre](#)
- [Student Accessibility Centre](#)
- [Library](#)
- [Lakehead International](#)
- [Indigenous Initiatives](#)

Lakehead University is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging academic accommodations for students with disabilities and/or medical conditions to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a disability and think you may need accommodations, you are strongly encouraged to contact Student Accessibility Services (SAS) and register as early as possible. For more information, please contact [Student Accessibility Services](#) (SC0003, 343-8047 or sas@lakeheadu.ca)

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>