

GEOG 3751 Retail Location
Department of Geography and the Environment
Winter 2024

Instructor Information

Instructor: Dr. Muditha Heenkenda
Office Location: RC 2006E
Telephone: 807 343 8010 ext. 8746
E-mail: muditha.heenkenda@lakeheadu.ca
Office Hours: Monday & Wednesday 10.30 am-12.30 pm

Lab Instructor Information

NA

Course Identification

Course Number: GEOG 3751
Course Name: Retail Location
Course Location: RC 2003 & ATAC 3009
Class Times: Lec. Tue/Thur 8.30 am-10.00 am
Prerequisites: Open only to students in the third and fourth year of any program except with permission of the Chair of the Department of Geography and the Environment.

Course Description/Overview: The study of retail geography with particular emphasis on retail landscapes' creation, maintenance, and evolution. Retail businesses must understand how cities are evolving and make adequate plans for future investment decisions. An introduction to spatial modelling techniques will be discussed, emphasizing retail location and marketing geography using state-of-the-art techniques—the ArcGIS Business Analyst.

Course Learning Objectives

Upon successful completion of this course, students will be able to:

- gain an appreciation of how spatial economic theory can be used to interpret retail landscapes;
- become familiar with and competent in the use of standard tools employed by location analysts to evaluate market areas and retail sites;
- develop an awareness of data sources applicable to the retail analysis, especially those provided by Statistics Canada and Canada Post, and
- acquire hands-on experience with tools and datasets in the ArcGIS Business Analyst.

Course Resources

Course Website:

- D2L site will be activated at the beginning of the semester. D2L site is the centralized location to share all course materials, including lecture slides, labs, data, quizzes, discussion forums and exams.

Required Course Text(s)

- Readings will be uploaded to the D2L each week; there is no textbook for the course.

Hardware requirements:

Lab exercises are based on the web-based ArcGIS Business Analyst software package. ArcGIS Online organizational credentials, which will be shared within the first lab session, is required. ATAC 3009 lab is equipped with the necessary hardware and software.

Students can use their personal computers to work outside lab hours, and there is nothing to install; access to a web browser and the internet is required.

Course Schedule/Outline

Date (week of)	Tuesday	Thursday	Reading
Jan. 8	Course Introduction Assignment 1: Introduction to ArcGIS Business Analyst	Theories of Retailing	<ul style="list-style-type: none"> • Christopher Moore, Theories of Retailing, Ch.16
15	History of Retailing Retail's role in the Canadian economy	Early Urban Retailing Landscape	<ul style="list-style-type: none"> • González-Benito S. and González-Benito, J. (2005) The role of geodemographic segmentation in retail location strategy. <i>International Journal of Market Research</i>, 47(3): 295 – 316. • Alexander (2010) Past, present and future directions in the study of the history of retailing. <i>Journal of Historical Research in Marketing</i> 2010 2(3) 365-362 • Novak, M.J. and Gilliland, J.A. (2011) Trading places: a historical geography of retailing in London, Canada. <i>Social Science History</i> 35: 543-570. • Rice et al. 2022 The Geography of lifestyle center growth: The Emergence of retail cluster format in the US. <i>Journal of Retailing and Consumer Service</i>, 65
22	Retail Location Planning Spatial demand curves Spatial competition Central place hierarchies	Assignment 2: Retail Location Planning	<ul style="list-style-type: none"> • Hernandez, T. and Bennison, D. (2000) The art and science of retail location decisions. <i>International Journal of Retail & Distribution Management</i>, 28 (8): 357-367 • Berman B. and Evans, J. R. (2007) Retail Management: A Strategic Approach. Pearson Prentice Hall, New Jersey. pp. 261-317
29	Supply and consumer behavior	Assignment 2	<ul style="list-style-type: none"> • Evans, J.R. (2011) Retailing in perspective: the past is a prologue to the future. <i>The International Review of Retail, Distribution and Consumer Research</i>, 21(1): 1-31. • Wang, L. and Lo, L. (2007) Immigrant grocery-shopping behavior: ethnic identity versus accessibility. <i>Environment and Planning A</i>, 39: 684-699.
Feb. 5	The Contemporary Retail Economy	The Geography of Demand, Expenditure Patterns, and Market Segmentation	<ul style="list-style-type: none"> • Li, Y. and Liu, L. (2012) Assessing the impact of retail location on store performance: A Comparison of Wal-Mart and Kmart stores in Cincinnati. <i>Applied Geography</i>, 32: 591-600 • Lowe, M. and Wrigley, N. (2010) The "continuously morphing" retail TNC during market entry: interpreting Tesco's expansion into the United States. <i>Economic Geography</i>, 86: 381-401.
12	Midterm test review	Midterm test	Review lecture materials
19	Winter Study Break		
26	Retail analysis and forecasting Spatial growth strategies	Assignment 3: GIS models for retail planning & analysis	<ul style="list-style-type: none"> • Howard (2021). History of Department stores: Introduction. <i>History of Retailing and Consumption</i> 7(1) p1-8
March 4	Assignment 3	New technology: e-retailing (a logical way to drive your sales and grow business)	<ul style="list-style-type: none"> • Kathryn A. Morrison (2023): The great new shopping idea: introducing self-service retailing in the British Isles, <i>History of Retailing and Consumption</i>, DOI: 10.1080/2373518X.2023.2207861
11	Assignment 4: Big data analytics and retail planning	Assignment 4	<ul style="list-style-type: none"> • Pantano et al (2021), Shopping centers revisited: the interplay between consumers spontaneous online communications and retail planning
18	Geodemographics and its role in retail marketing and location planning	Introduction to the final project (group of two students)	
25	Final project	Final project	
April 1	Final project	Final project presentations	

Note that this document is subject to change pending unforeseen circumstances.

Assignments and Evaluations

Item	Date(s)	Value
Assignment 1: Introduction to ArcGIS Business Analyst	Jan 16, 2024	5%
Assignment 2: Retail Location Planning	Feb 05, 2024	10%
Midterm test	Feb 15, 2024 (in class)	20%
Assignment 3: GIS models for retail planning & analysis	Mar 07, 2024	10%
Assignment 4: Big data analytics and retail planning	Mar 18, 2024	15%
Final project (all aspects of retailing)	April 04, 2024	40%
Total		100%

Late Assignments

Late Assignments receive a deduction of 10% per day unless an extension is agreed to with the instructor before the due date.

Course Policies

- Attendance is expected for each lecture and lab unless communicated with the instructor ahead of time.
- Participation is expected in all class discussions and collaborative efforts.
- For the behavioural standards please refer to the [Code of Student Behaviour and Disciplinary Procedures](#), also known as The Code.
- Exams (a) absences from illness, compassionate reasons or representing the university off-campus, supported by written documentation, will be accepted as sufficient evidence to allow a rewrite of a missed test.

(b) If you miss an exam for any reason other than those deemed acceptable in the Lakehead University calendar, then you will be given the opportunity of an essay-based makeup exam that is significantly longer and more difficult.

Regulations – General Information from the [Academic Calendar](#)

"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."

Collaboration/Plagiarism

Plagiarism is defined in [University Regulation IX](#) with additional examples in Article I, Section 1 of The Code. Sanctions associated with Academic Misconduct are defined in Article II of The Code and Enforcement Procedures are outlined in Article III of The Code.

Students wishing to learn more about Academic Misconduct are encouraged to read the [University and relevant Faculty Regulations](#) and The Code (noted above) and access other resources on the [Teaching Commons](#) website.

University Policies – all University Policies can be found [here](#). Pay particular attention to those found under the Category of "Regulations" and "Student-Related". If you have a question, please let me know by email or in-class. If you have a question, it is likely that at least a few others in the class are wondering the same thing.

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

- [Health and Wellness](#)
- [Student Success Centre](#)
- [Student Accessibility Centre](#)
- [Library](#)
- [Academic Support Zone](#) (Writing and Math Tutoring Centre)

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 <http://studentaccessibility.lakeheadu.ca> (SC0003, 343-8047 or sas@lakeheadu.ca)

Additional Information

- Please communicate with the instructor about using ATAC 3009 out of lab hours
- Each lab assignment is attached to a lab report rubric in the D2L site.