

Department of Geography
Geography 410: Locational Analysis

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Office Location: GU 234

Office Hours: 8:00-8:50 MW, 2:00-3:00 pm MW, 9:30-10:30 am TR or by appointment

Lecture Hours: TR 2:00 pm-3:15 p.m.

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Course Description

Theories and methods of analyzing and explaining the spatial location of economic activities. Emphasis on theoretical, methodological and practical issues. The relationship between consumer behavior and the location of industrial and service facilities is examined.

1. Liberal knowledge and skills of inquiry, critical thinking, and synthesis: Students will be required to use different approaches to data gathering and evaluating on location of retail and related services.
2. Core Skills: Class assignments will provide students the opportunity to comprehend and interpret information in written and oral form. Written communication skills of students will be enhanced through independent research paper on a business plan, annotated bibliography, paper review and current event assignment.
3. Acquisition and application of specialized knowledge: Several concepts and theories covered in the class will allow students to comprehend issues on diffusion of retail services, planning and retail services and strategic planning in retailing.
4. Values and Social Responsibilities: Students will demonstrate an awareness and appreciation of economic development of third world countries and the impact of economic development on the environment.
5. Appreciation of cultural identities: Students will demonstrate an understanding of global marketing strategies.

Specific Learning Objectives

By the end of the class, students will have to demonstrate the following:

1. An understanding of spatial diffusion theory and its application to location theory.
2. The factors that affect the location of retail and other types of services.
3. Ability to provide a sound strategic plan for a business.
4. Ability to conduct market research through site selection and trade area analysis.
5. Prepare a Comprehensive Business Plan.

No Required Text

Academic Dishonesty

Note that academic dishonesty including plagiarism and cheating during examination is a serious offense and carries severe penalty. Refer to the *Pathfinder* and *Department of Geography Plagiarism Policy* on Blackboard for details. You will earn F grade if you are involved in academic dishonesty.

Disruptive Student Behavior

Please refer to the *Pathfinder* for details.

Policy

Students are expected to attend classes regularly and participate actively during class discussions. To participate actively in class, students are required to read assigned materials prior to class. Attendance will be recorded for administrative use.

All class assignments are to be submitted promptly on the due day. Late submission of assignments carries a penalty of 20% per day for a maximum of 5 days. No assignments will be accepted after the 5th day without a reasonable cause. A reasonable cause is defined as serious illness (doctor's report required) or tragedy within the family (a note from family member required).

Cell phones and pagers

Cell phones and pagers should be turned off when you come to class. Answering cell phones or checking text messages in class is disrespectful to me and your fellow students. Exception is given to a certified EMT or fire responder. Please inform me ahead of time if you need to have your cell phone or beeper active in class because of your profession or special any special circumstance.

Reporting of Child Abuse

Please be aware that according to state law in Maryland, educators are required to report current and past child abuse and neglect even when the former victim is now an adult and even when the former alleged abuser is deceased. If you disclose current or past abuse/neglect in class, in papers, or to me personally, I am required by law to report it.

Students with Learning or Physical Disabilities

If you have a documented disability, please contact the Office of Disability Support Services located in 150 Pullen Hall to set an appointment. We want to be sure you receive appropriate accommodations as soon as possible.

Grading

All texts including the final examination will consist of essays. Prior approval is required for missing an examination. No make-up examination will be granted if you fail to seek prior approval.

The final grade will consist of the following

Class participation through current events	= 50 points
Class assignment (2/9)	= 100 points
Business Plan Proposal (March 10)	= 25 points
Final Business Plan (April 28)	= 75 points
Test 1 (2/25)	= 100 points
Test 2 (4/7)	= 100 points
Final examination (May 13, 2.30-5.00 p.m.)	= 100 points

Your final grade will be determined based on the total points accumulated over 550. The scale is as follows:

A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F < 60%

Important Dates

Class assignment	February 9
Business Plan Proposal	March 10
Final Business Plan	April 28
Test 1	February 25
Test 2	April 7
Final Examinations	May 13 at 2.30 pm-5.00 pm
Current Events	2/4, 3/3, 3/24, 4/14, 5/3

Spring break: March 14-18

Class Assignment

Each student is required to review and provide critical comments on the following articles. These articles are available on Research Port. You will need to follow the format of the review. Specific questions related to the review will be posted on Blackboard and given out in class.

Current Events on retail and other services

To encourage class participation and interaction between students and instructor, students are required to participate in five current event assignments. You are required to report on a current event that was reported by a news media within the past two weeks on retail or other types of services. The report may not be limited to retail outlets like Wal-Mart or Sears but also commodity sales like oil, stock markets, private or public services. This assignment will be graded so you need to check your spellings. The following issues should be addressed. You are required to follow the format suggested below. **You will lose 5 points if you do not attend class to present your current event orally.**

1. When and where did the event occur?
2. What is the type of service is it?
3. Which news media reported the event?
4. Give a detailed summary of the event.
5. Why do you consider this event important?
6. What are your personal reflections on the event, that is, what impact is this event on you and the society?
7. Suggest possible recommendations in dealing with this event in the future.

Assignment 1

1. Graff, Thomas O. 1998 The Location of Walmart and Kmart Supercenter: Contrasting Corporate Strategies. **The Professional Geographer** 50: 46-59.
2. Graff, Thomas O. 2006 Unequal Competition among Chains of Supercenters: Kmart, Target, and Wal-Mart. **The Professional Geographer** 50: 46-59.

Canvas

To facilitate effective communication between the instructor and students the course is available on Canvas site. You are required to visit the site frequently to check on announcements and deadlines. Course outline and assignments are posted on the site. Your grades are available on grade book.

Course outline and reading (subject to change)

1. Introduction

Why study retail location? The importance of marketing, the role of location analysis, the social context

2. Industrial location, Weber's Industrial location model (**Reading: Smith, D.M. (1981) Industrial location: an economic geographical analysis Chapter 3. "The Location Factors"**).

Land and its attributes, capital: finance and equipment, materials and power, labor and management, market and price, transport and freight rates, agglomeration, linkages, and external economies, public policy, planning and the state.

3. Spatial Diffusion Theory (**Reading Morrill, R., G.L. Gail and G.I. Thrall (1988) Spatial Diffusion Sage Publication and Graff T.O. and D. Ashton (1994) Spatial Diffusion of Wal-Mart: Contagious and Reverse Hierarchical Elements, The Professional Geographer 46:1, 19-28 (On Reserve)**).

Importance of space-time in diffusion of business, the nature and manner of spatial diffusion, Basic concepts of diffusion as a spatial process. The case of Wal-Mart – origin of Wal-Mart, spatial diffusion of retail firms, diffusion of Wal-Mart, Phase 1 to 3.

4. Planning and retail environment

land use conflicts, economic competition, the planning process.

5. The Geography of Demand - Market

Spatially defined markets, location, income, demographics, lifestyle, the spatial definition of market.

6. Types of Retailing and Strategic Planning

The independent store, the retail chain, franchising, what is retail strategic planning? Situational analysis and setting objectives. Types of retail ownership.

7. Types of Retail Location

The isolated store, unplanned business district, secondary business district, neighborhood business district, a string.

8. Planned Shopping Center

planned shopping center (regional and neighborhood shopping centers), factors that affect site selection, terms of business occupancy (ownership and leasing).

9. Promotional Strategy in Retailing

What is retail promotion? Elements of retail promotion – advertising, public relations, personal selling, sales promotion, types of promotion.

10. E-Business or Electronic Business

Catalogue retailing and the home, television home shopping and the internet, shopping at home and sociality, the home as a consumption space.

11. Cultural Foundations to Globalization

What is culture, types of global cultures, culture, and managerial skills.

12. Global Marketing

Global marketing, multi-domestic market, global markets, global products, global and local brands, leading markets, why companies go global, global marketing objectives.

13. Global Marketing Strategy

The global marketer's mindset, global market planning, global market segmentation, targeting segments, global product positioning

14. Global Branding

Global, regional, and local brands, extending the brand concept, functions of brands, cultural differences.