AEREC 597C: Workshop in Food Retailing Economics

Classroom: Mondays, 3:35 to 4:25pm, Room 202 Ferguson
Instructor: Ted Jaenicke, Room 208C Armsby
Office Hours: By appointment

Objectives:
There are three broad goals of this workshop:
1. To practice critical examinations of empirical research papers in the field of applied marketing and industrial organization.
2. To understand the methods underlying current empirical papers in this field.
3. To use these and related methods to conduct original research.

Course Structure:
Part I of this course (8 to 10 weeks) will feature roundtable discussion of empirical research papers related to food retailing. The specific papers will be chosen by the instructor, though there will be options for student-based paper choices.
Part II of the course (5 weeks) will focus on conducting original research related to the papers discussed in part. Students will present proposed research ideas, methods, and preliminary results to the class and instructor for feedback. Finally, students will submit a term paper.

Reading list: Still tentative. See below.

Data:
The instructor will provide confidential data, and students will be required to sign confidentiality agreements prior to use and take other steps to maintain data security.

Computer skills:
Students will be expected to conduct econometric or other quantitative analysis using appropriate software (STATA, SAS, Matlab, etc.). Please know ahead of time that the instructor can help in some ways, but is not an expert in all pertinent programs and applications.

Grading:
1. Active participation in weekly discussions (70%). A standard ‘rubric’ will be for each paper that includes questions about the paper’s objectives, context, key contributions, data requirements, and methods. In addition, each week, students will be expected to take active roles, including submitting additional discussion questions and occasionally leading the discussion. Finally, attendance is crucial.

2. Quality of students’ research papers (30%). All papers are expected to include original empirical research. Students may work individually or with a partner. The primary grading criteria will be student effort.
Reading List (very tentative)

A. Temporary Price Promotions


B. Store Brands/Private Labels -- Positioning and competing


C. Store Choice and Wal-Mart


D. The Role of Endogenous Fixed Costs in Store Services and Assortment


E. Retailing's Role in Dietary Healthfulness