

Department of Geography
Geography 410: Locational Analysis

Instructor: Dr. James C. Saku

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Office Location: GU 229

Office Hours: 8:00am-8.50 a.m. M, 11:00 am-11.50am MW, 10:45-11:45 a.m. 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.

Course Objectives

1. Introduce students to advanced spatial economic theories and models.
2. Introduce students to planning, market research and spatial decision making techniques.
3. Examine consumer behavior and analyze trade areas.
4. Provide a practical understanding to the location of retail and service facilities.
5. Explore new approaches to retail services (e-commerce).

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. Logically analyze a case study.
6. Write an excellent paper on any aspect of location study.

Required Text

Wrigley, Neil and Lowe, Michele (2003) Reading retail: a geographical perspective on retailing and consumption spaces. New York: Oxford University Press.

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.

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 and failure to attend classes will result in the loss of points. Your attendance grade will be based on the total number of days present over the expected number of days multiplied by 20. For example, if you were required to be in class for 30 days in the semester, and you were present for 24 days, your attendance grade will be $(24/30) \times 20 = 16$ points. Students are responsible for informing the instructor of their presence if they arrive after attendance has been taken.

Class assignments and term essays are to be submitted promptly on the due day. Late submission of term essays carries a penalty of 20 points per day for a maximum of 5 days. No essays 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 beeper active all the time because of your profession or special circumstances.

Grading

All texts including the final examination will consist of short questions and 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 attendance and participation	= 20 points
Class assignments (2) Due 02/7, 03/13	= 100 points
Three Unannounced Quizzes	= 60 points
Business Plan Proposal (April 10)	= 25 points

Final Business Plan (May 1)	= 100 points
Test 1 (To be announced)	= 100 points
Test 2 (To be announced)	= 100 points
Final examination (May12, 11.15-1:45 p.m.)	= 100 points

Your final grade will be determined based on the total points accumulated over 605. The scale is as follows:

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

Class Assignment

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

1. Graff, Thomas O. 1998 The Location of Walmart and Kmart Supercenter: Contrasting Corporate Strategies. **The Professional Geographer** 50: 46-59. **Due 9/7/06**
2. Johnson Dennis B. 1991." Structural features of West Edmonton Mall" **The Canadian Geographer** 35:245-261. **Due 11/2/06**

Blackboard

To facilitate effective communication between the instructor and students, the course is available on Blackboard site. You are required to visit the site frequently to check on announcements and deadlines. Course outlines and assignments are also posted on the site. You can also check your grades and calculate your average from the grade book.

Course outline and reading (subject to change)

1. Introduction (**Reading: Chapter 1 of text**)

Reading retail: purpose and organization of the book. 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" and "Approaches to theory: spatial economic analysis"**) (**On Reserve**).

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

Spatially defined markets, location, income, demographics, lifestyle, the spatial demand curve.

6. The Geography of Supply (**Reading: chapter 3 of text**)

Who is involved in the distribution process? The store, the retail chain, franchising, shopping center developer. The changing character of retailer-supplier relationships. The strategic significance of retailer own-label products.

7. Strategic planning in retailing (**Reading on reserve**)

What is retail strategic planning? Situational analysis and setting objectives. Types of retail ownership.

8. Types of Retail Location (Chapter 10 of textbook)

The street life and street culture, contemporary streets of style, the street and sociality.

9. The store (Chapter 11 of textbook)

The isolated store, the great department store, shopping in the modern way, unplanned business district, secondary business district, neighborhood business district.

10. The mall (Chapter 12 of textbook)

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

11. The home (Chapter 13 of textbook)

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

12. Retail organization and human resource management

Setting up a retail organization, organizational patterns in retailing, human resource management in retailing.

14. Promotional Strategy in retailing

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

15. Trade area analysis (**Reading: chapter 12 of text and "Sales forecasting and store assessment methods" Ghosh, A. and M. McLafferty (1987) Location strategies for retail and service firms. MA: D.C. Heath (On Reserve).**)

The concept of trade areas, measuring the size of trade areas and degree of market penetration, assessment methods (proximal, break-point).

16. Location strategy (**Reading: chapter 13 of text**)

Marketing strategy for retail chain, fending off competition, corporate environment.