MKT 3326 - Retailing

Course Description/Overview

The objective of this course is to help students critically analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed and to provide a foundation for those students who plan to work in retailing or related disciplines.

Prerequisite Knowledge
General Business Administration

Class Meeting Times
Wednesday mornings from 8:00am to 10:50am

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Name: Susan Ratliff
Title: General Manager Target Corporation
E-Mail: Susan.Ratliff@Angelo.edu
Office Hours: Scheduled as requested

Course Objectives

1. Examine opportunities and challenges that retailers face when interacting with customers through multiple channels and analyze the growing diversity of retail formats.
2. Determine how consumers select a retailer when purchasing merchandise.
3. Investigate successful international retailing strategies used to enter new markets and build a sustainable competitive advantage.
4. Collect and analyze financial data that is used in retail decision-making and strategic planning.
5. Study how retailers are using technical innovations to improve operations and deliver value to their customers.
6. Enhance written and verbal communication skills via the various assignments.
**Assessment Methods**

There will be a three exams, chapter assignments, and in-class participation requirements. Materials covered in class and on-line will be included on examinations. Students are expected to arrange their personal schedules to be present for class. Students must inform the professor prior to turning in a late assignment or even valid excuses will not be considered.

**Course Textbook and Required Readings**


**Grading Policies**

This course employs the following to measure student learning.

<table>
<thead>
<tr>
<th>Grade Calculations</th>
<th>Percent of Grade</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Assignments</td>
<td>15%</td>
<td>Please see course outline</td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Exam I</td>
<td>20%</td>
<td>03.04.20</td>
</tr>
<tr>
<td>Exam II</td>
<td>20%</td>
<td>04.08.20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
<td>Please see ASU final exam schedule for date and time</td>
</tr>
</tbody>
</table>

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 %
- B = 80 – 89 %
- C = 70 – 79 %
- D = 60 – 69 %
- F = 59 % and below.
Response Time
Most requests will be answered within 24 hours; please allow up to one week for grading questions.

Missed/Late Work
Please partner with me prior to any deadlines if a concern arises.

Participation/Absenteeism
In class participation and punctual attendance is expected and will be included in final course grade; please communicate any concerns or necessary exceptions in advance.

Final Exam
Will be given in class, and in accordance with University scheduling.

Course Policies

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Code of Ethics
Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect
Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.
Accommodations for Disability

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

Incomplete as a Course grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "Is".

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.
Course Outline

*Syllabus may be edited for content length, schedule, etc.

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Chapter</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-Jan</td>
<td>1</td>
<td>Introduction to retail</td>
<td></td>
</tr>
<tr>
<td>22-Jan</td>
<td>2&amp;3</td>
<td>Types of Retail and Multi-channel retailing</td>
<td>Ch2&amp; 3 (Due prior to class)</td>
</tr>
<tr>
<td>29-Jan</td>
<td>4</td>
<td>Consumer behavior</td>
<td>Ch4 (Due prior to class)</td>
</tr>
<tr>
<td>5-Feb</td>
<td>5</td>
<td>Retail Market Strategy</td>
<td>Ch5 (Due prior to class)</td>
</tr>
<tr>
<td>12-Feb</td>
<td>6</td>
<td>Financial Strategy</td>
<td>Ch6 (Due prior to class)</td>
</tr>
<tr>
<td>19-Feb</td>
<td>7&amp;8</td>
<td>Retail Locations</td>
<td>Ch7&amp;8 (Due prior to class)</td>
</tr>
<tr>
<td>26-Feb</td>
<td>9</td>
<td>Information Systems and Supply Chain Management</td>
<td>Ch9 (Due prior to class)</td>
</tr>
<tr>
<td>4-Mar</td>
<td>10</td>
<td>CRM &amp; Exam I</td>
<td>Ch10 (Due prior to class)</td>
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<tr>
<td>18-Mar</td>
<td>11</td>
<td>Merchandise Planning</td>
<td>Ch11 (Due prior to class)</td>
</tr>
<tr>
<td>25-Mar</td>
<td>12</td>
<td>Buying Merchandise</td>
<td>Ch12 (Due prior to class)</td>
</tr>
<tr>
<td>1-Apr</td>
<td>13</td>
<td>Retail Pricing</td>
<td>Ch13 (Due prior to class)</td>
</tr>
<tr>
<td>Date</td>
<td>Week</td>
<td>Topic</td>
<td>Chapter(s)</td>
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<tr>
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<td>-----------------------------</td>
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<tr>
<td>8-Apr</td>
<td>14 &amp;</td>
<td>Retail Communication</td>
<td>Ch14 (Due prior to class)</td>
</tr>
<tr>
<td>15-Apr</td>
<td>15</td>
<td>Human Resources and Managing the Store</td>
<td>Ch15 (Due prior to class)</td>
</tr>
<tr>
<td>22-Apr</td>
<td>16</td>
<td>Store Layout Design and Visual Merchandising</td>
<td>Ch16 (Due prior to class)</td>
</tr>
<tr>
<td>29-Apr</td>
<td>17</td>
<td>Customer Service</td>
<td>Ch17 (Due prior to class)</td>
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<tr>
<td>May</td>
<td></td>
<td>University Finals (schedule TBD)</td>
<td></td>
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