

Retailing – MKTG 3326.010

A study of the many facets of retailing to include the development of retail strategies, retail consumer behavior, product considerations, store location and layout, merchandise management, the buying function, promotional strategy, personal selling, management of human resources, controlling the retail operation, and consumer services.

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.

Prerequisites

Knowledge: Junior Standing

Technology: To access course materials and exams you will need reliable Internet and a word processing product such as Microsoft Word. For access to materials, you will need to purchase an access code either from the ASU bookstore or directly from McGraw Hill.

Course Objectives/Learning Outcomes

Course Objectives

Completing this course will enable the students to:

1. Find consumer motivations, shopping behaviors, and decision processes for evaluating retail offerings.
2. Outline corporate objectives, competitor analysis, and competitive strategy.
3. Explain the traditional bases for segmentation and how segmentation can inform retail strategy.
4. Summarize how retailers differentiate their offering as an element in their corporate strategy.
5. Interpret factors affecting strategic decisions involving investments in locations, supply chain and information systems, and customer retention programs.
6. Discover how retailers communicate with their customers.
7. Identify tactics (pricing, merchandise assortment, store management, visual merchandising, customer service) for extracting profit from a retail offering.

Classroom Philosophy

Upon completion of this course:

1. The student should be able to analyze, evaluate, and make recommendations regarding retailing and other business decisions.
2. Students will be able to identify problems but also generate solutions and make recommendations based on a logical and thorough analysis of the alternatives. (Problem Solving)
3. Students will be required to evaluate techniques and processes to think differently and to solve and resolve problems by using technology, making informed decisions. (Critical Thinking)

4. Through written and oral analyses of cases, students will further strengthen and enhance their skills in effective communication. All assignments and presentations will be prepared in professional language and format. (Communication)
5. Students will work collaboratively, demonstrating courtesy, using appropriate etiquette, in preparing and delivering presentations. (Team Work)

Course Book and Required Readings

Levy, Retail Management, 10e
Loose-leaf with Connect Access
ISBN: 9781260868807

IMPORTANT: This is a loose-leaf text plus an online version of the textbook and it is bundled with the McGraw Hill LearnSmart Learning Management System. You must have access to the online version to complete your reading assignments and chapter quizzes. While the online-only version is also available (without the loose-leaf bundle), Some of you may also choose to buy the loose leaf printed copy because you will find it useful when you take your open book, open note, online tests. This bundle is available only from the ASU bookstore or McGraw Hill directly. (I also recommend you shop for price differences between the publisher directly and the bookstore. You will not be able to share access or buy a used textbook and still complete your assignments.

PowerPoint slides are also available for each chapter as a study guide as well as test reference materials on Blackboard under specific Modules.

Course Instructor

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Office Hours: Available by appointment. You can contact me through the messaging system within Blackboard or alternatively via my email to setup an appointment.

Class Meeting Times: This class is Face to Face and is intended to be Synchronous. We will meet 8am-10:50am Wednesdays. All activities and assignments due according to Central Time Zone

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

General Grading Policies

The grading scale is as follows:

A 90%-100%
B 80%-89%
C 70%-79%

D 60%-69%
F Below 60%

| Assignments | Each worth | Course Totals |
|---------------------------------|------------|---------------|
| Introduction Discussion Board | 50 | 50 |
| 17 Connect Homework assignments | 10 | 170 |
| 4 Chapter Exams | 50 | 200 |
| 2 Group Projects | 200 | 400 |
| Individual Term Project | 300 | 300 |
| Final Exam | 100 | 100 |
| Total | | 1,220 |

Except in cases of actual error, final grades are permanent.

Group Projects

These two projects will require you to join up with group members to perform analysis and create a presentation that will be turned in for a group grade. Groups will be chosen, and details will be shared within the course site when the time comes.

Individual Term Project

This is an individual research project. I expect each student to conduct and write their own research paper based on the topic given. The project will have 3 parts that will be conducted and turned in. Details for this project will be shared within the Blackboard course site when the time comes.

Exams

There will be 4 Chapter Exams in this course. Upon completion of specified chapters within each module, a chapter exam will be given based on the covered chapters. This count does not include the final exam. The exams will be made available during the last week of the assigned module. There are no make-up exams unless you have a college excused absence. If you are traveling on behalf of ASU, then you must contact me, before the exam date to set up an alternative time to take the exam. If you miss an exam, that grade will be a zero when computing your final average in the class. All exams are online and must be taken during the specified times unless otherwise instructed.

Changes in exam dates will be announced. (The course schedule provided at the end of this document is a tentative schedule and subject to change) Please be sure to carve out time in your schedule to focus on exams.

Final Exam: The final exam will be cumulative in nature and be given online. The exam will be given during finals week and will be timed. According to the ASU schedule it will be Wednesday May 11, 8am-10am.

Late Work

No late work (exams or assignments) will be accepted for any reason. This means that you should plan ahead to complete assignments and exams early. Do not wait until one hour before an exam or assignment is due to try

and complete it. **Remember Murphy's Law: Whatever can go wrong will go wrong, and at the worst possible time.** If a student procrastinates, this law usually applies.

You are responsible for all material covered and all assignments given, regardless of personal illness, family emergency, or computer system failures. Reasonable deadlines have been set to ensure that you have ample time to complete all assignments, given that you do not wait until the last minute.

Extra Credit Work

There is no extra credit work for individuals. Extra credit opportunities for individuals discriminate against students who submit their work in good order and on time; therefore, I don't allow extra credit assignments, unless I do so for the entire class. If you keep up with your regular work, there will be no need for extra credit work; however I reserve the right to offer extra credit assignment to enhance the student experience.

University and Course Policies

Use of Masks/Facial Coverings

Angelo State University has adopted CDC guidelines to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, it is suggested that students in this class that have symptoms wear a mask/facial covering before, during, and after class. Even if the student has not tested or does not test positive. Faculty/Staff members may ask you to display your daily screening badge as a prerequisite to enter the classroom. Where applicable, you are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not taking appropriate care may be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the policy may result in disciplinary action through the Office of Student Conduct.

Class Participation

Students are required to come to class according to the ASU attendance policy. This synchronous course is a three-credit course that, requires a minimum of 4-6 hours a week on study and other activities each week.

You will only be able to access active course materials during posted available dates. The general purpose of this is to keep the class together so that everyone will be together on any discussions, assignments, cases, projects, and exams.

Communication with Your Instructor and Fellow Students

All written communications in this course should be well written, using correct punctuation, capitalization, and grammar. Without proper punctuation, I have no idea where sentences begin and end. Please do not write u for "you," i for "I," "cuz" for "because," etc. This is a university course, and correspondence should reflect that.

You may communicate with the class as a whole through online discussion forums or through Google Hangouts. These forums and hangouts allow you to communicate with your fellow students and with me. I encourage you to use these tools to ask questions and to exchange ideas, resources, and comments about your course work with other students in this course.

You may communicate with me via my office phone during office hours, through ASU email or through my online office hours. I check my ASU email very often during the day. I may or may not be able to check my email on the weekend or holidays or in the evenings, so you should plan accordingly.

You must check your ASU email account regularly because this (in addition to Blackboard announcements) is the primary means of communication about your course.

Policy on Server Unavailability or Other Technical Difficulties

Angelo State University is committed to providing a reliable online course delivery system to all users. However, in the event of any unexpected Blackboard server outage or any ASU technical difficulty, which prevents students from completing a time sensitive activity, I will extend the due date and provide an appropriate accommodation based on the situation. The accommodations will be made as soon as the ASU IT Department confirms that there was such a problem. Students should report any problems to the instructor through their ASU email account and also email elarning@angelo.edu.

Similarly, while Connect (McGraw-Hill) is a third-party vendor that should not have issues, they do happen. I will evaluate issues caused by Blackboard and McGraw-Hill accordingly. Connect resources and help are available from McGraw Hill online at: <http://mpss.mhhe.com/contact.php>

Note that this does not apply to individual technical problems that you may encounter on your personal computer. It is the responsibility of the student to work with a reliable computer and Internet connection and plan ahead. One of my favorite sayings is; "*Lack of planning on your part, does not constitute an emergency on mine*".

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 not 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.

Norris-Vincent College of Business - Code of Ethics

Students, faculty, administrators, and professional staff of the NVCOB 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.

The Office of 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 contacting:

Dallas Swafford
Director of Student Disability Services
Office of Student Affairs
325-942-2047
dallas.swafford@angelo.ed
University Center, Room 112

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/registrar's_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 "I's".

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

Module 1: The World of Retailing (January 18 – February 6)

Week 1 – Ch. 1: “Introduction to the World of Retailing”

Week 2 – Ch. 2 and 3: “Types of Retailers” and “Multichannel and Omnichannel Retailing”

Week 3 – Ch. 4: “Customer Buying Behavior”

To-do's: Chapter 1-4 Assignments and Cumulative Exam and Mystery Shopping Observation

Module 2: Retailing Strategy (February 7 – March 13)

Week 4 – Ch. 5: “Retail Market Strategy”

Week 5 – Ch. 6: “Financial Strategy”

Week 6 – Ch. 7 and 8: “Retail Locations” and “Retail Site Location”

Week 7 – Ch 9: “Information Systems and Supply Chain Management”

Week 8 – Ch. 10: “Customer Relationship Management”

To-do's: Chapter 5-10 Assignments and Cumulative Exam and Retail Strategy Project Due

Module 3: Merchandise Management (March 14 – April 10)

Week 9 – SPRING BREAK (March 14-20)

Week 10 – Ch. 11: “Managing the Merchandise Planning Process”

Week 11 – Ch. 12 and 13: “Buying Merchandise” and “Retail Pricing”

Week 12 – Ch. 14: “Retail Communication Mix”

To-do's: Chapter 11-14 Assignments and Cumulative Exam and Promotion Project Due

Module 4: Human Resources and Store Management (April 11 – May 15)

Week 13 – Ch. 15: “Human Resources and Managing the Store”

Week 14 – Ch. 16: “Store Layout, Design, and Visual Merchandising”

Week 15 – Ch. 17: “Customer Service”

To-do's: Chapter 15-17 Assignments and Cumulative Exam and Term Research Paper Due

Week 16 – Dead Week

Week 17 – Finals Week

This schedule is subject to change. For the most current information, please review the schedule within the course.