Texas A&M University-Commerce

MKT / MGT 445-01W: Retail Management

ONLINE COURSE SYLLABUS

COURSE INFORMATION

MKT MGT 445-01W: Retail Management
Summer 2, 2012 - 3 Credit Hours

Professor / Instructor Contact Information/Bio

Mary Anne Doty, Marketing Instructor
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Mary Anne Doty has been a faculty member in the Department of Marketing and Management, College of Business and Technology, at Texas A&M University-Commerce since 2003. Over the past 25 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Strategy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, Sports Marketing, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

Materials – Text

Retailing Management, 8th Edition (2012) by Levy and Weitz, McGraw Hill Publishing. The list price is around $212 new or $160 used at the bookstore. Used books may be available online but I do not recommend editions earlier than the 7th edition. The book is ESSENTIAL to your success in this class. The ISBN-13 is 978-0-07-3530002-4.

Course Description

This course is designed to prepare students for careers on both sides of the retailing field: merchandise buying and store management. It is also useful to those who will be involved as product sales representatives or other distribution positions. Our focus will be on managerial decisions, both strategic and tactical, that impact the retail operation. Prerequisite: MKT 306.

Goals / Rationale of the course:

- The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-6 (July 9-18); CH 7-11, 18 (July 19-27); and CH 12-17 (July 28-August 8).

Course Outcomes/Objectives

- Students will demonstrate an understanding of retail management terminology, including types of retailers, merchandise management, store management and retail strategy.
- Students will analyze the retail strategy of a specific store or pair of stores.
- Students will apply retail strategy concepts as they solve a retail problem or situation.
- Students will demonstrate project management skills as they work on a team project.

TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this online course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login in to eCollege, click on the 'myCourses' tab, and then select the "Browser Test" link under Support Services.

COURSE REQUIREMENTS

Exams and Core Concepts Quiz: (50% of total course grade)

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and

grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 65 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11:30 pm. That means you must begin by 10:25 pm if you want the entire 65 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for a zero on the exam. Exam I (CH 1-6) is on Wednesday, July 18; Exam II is on Friday, July 27. Exam III is on Wednesday, August 8.

The core concept quiz is a cumulative measure of your knowledge about retail strategy terms and concepts which satisfy the objectives of this course. Questions will be multiple-choice. I will give you a list of terms to study about 1 week before the quiz, which is on Thursday, August 2 or Friday, August 3.

There will also be Practice Quizzes (true/false) which do not affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the chapters, reviewed the Power Point presentations, and participated in discussion, the quiz will help you identify areas that need further review

Written Individual Assignments (25% of total course grade)

Students will complete two individual assignments, worth 125 points each. The individual papers will require you to visit retail stores and apply retail management concepts to your analysis. The Multi-channel retailing paper is due on Monday, July 16; the Mystery Shopper assignment is due on Monday, July 23. Each paper should be submitted to the appropriate dropbox. There is a 10% penalty for late papers. I will not accept a paper that is more than 3 days late.

Team Project (25% of total course grade)

An important part of this course is applying what you have learned to real examples. You may choose a group of 4, or I will assign you to a team. The team project will begin in Week 3. It involves an analysis of a specific retail strategy problem, along with recommendations to solve that problem, and can be competed with a "virtual" team which uses email, phone, Skype, or other technology to collaborate. One team member will submit the group paper (in its entirety) to Turnitin.com and then upload the paper to the Dropbox. Be sure all names are on the first page, in alphabetical order.

Assessment Method: Projects will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of retail strategy terms and concepts in the paper, and originality of your recommendation. Your team members will also evaluate your contribution, and if a member does not contribute or is not responsive to emails from the team, they may be "fired" from the group. See the Rubric at the end of the syllabus for more details.

Grading

Total Points Possible for Semester = 1000

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
Core Concept Quiz	5%
3 Exams	45%
Individual Assignments	25%
Team Project	25%
Total	100%

ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: https://leo.tamu-commerce.edu/login.aspx.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamu-commerce.edu.

Being a Successful Online Student

- What Makes a Successful Online Student?
- Self-Evaluation for Potential Online Students
- Readiness for Education at a Distance Indicator (READI)
    - *Login Information*: Login = ***tamuc***; password = ***online***

How to Fail This Class

Taking an online class is like joining a health club. If you stop working out, you won't see any improvement in your physical condition, even though you are still paying dues. It takes consistent effort to run faster, jump higher, build muscle, or lose weight. "Cramming" the day before the exams will have the same result as one really intense session at the gym (which is NOT MUCH). No pain, no gain. So here are some common behaviors that lead to failing the class.

1. Don't buy the book, or if you buy it, don't bother reading it until the night before the exam. *The text doesn't come with any magical qualities – holding it or carrying it in your backpack won't transfer the information into your brain unless you read and study it.*

2. Don't log in frequently. *I can see which days you login to the course, and for how long.*

3. Forget about deadlines – if you miss an exam, quiz or assignment, maybe it will disappear. *I don't change dates once the syllabus has been distributed, so you can use ink when you put them on your calendar and planner.*

4. Be dead weight for group projects. Even though your team members can fire you, or complain about your lack of performance, there is always the chance they will give you a free ride on the assignment. *If you need help understanding the assignment, ask for clarification.*

5. Ignore emails from the instructor advising you to drop the class if you are failing. She probably doesn't mean it. *Want to know how many Fs I gave last year because people don't want to deal with bad grades? And I hate doing it.*

6. Don't get familiar with the grade book and syllabus. Prioritizing the assignments that count the most, or understanding what your grade means will only make you worry more. *There is a big difference between 75/150 (50%) and 75/100. Know how much things are weighted so you can put your effort where it will do the most good.*

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 24 hours during weekdays. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 3 times per week. If you don't respond to emails or login over a prolonged period (5 days) then I will assume you intend to drop the course.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc…)
- **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE. All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

Drop a Course

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Thursday, July 26 is the last day to drop with a grade of Q and no refund. Thursday, August 2 is the last day to withdraw from all courses with a grade of W.

Incompletes

Incompletes are only given when a student has completed all work up to the last week of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

Administrative Withdrawal

Students who do not login during the first 2 days of the semester will be administratively dropped from the class. Students who stop participating for over 5 days, and do not answer emails from the instructor may also be administratively dropped.

ADA Statement **Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
Student Disability Resources & Services

COURSE OUTLINE

Week 1 (July 9-15) Read CH 1: The World of Retailing and CH 2: Types of Retailers. CH 3: Multi-Channel Retailing and CH 4: Customer Buying Behavior. View the Power Point presentations. *Complete Multi-channel retailing assignment, due Monday, July 16.*

Week 2 (July 16-22) Multi-channel Retailing assignment is due by 10 pm on Monday, July 16. Read CH 5: Retail Strategy. And CH 6: Financial Strategy, view PowerPoint presentations. Study for **Exam I (CH 1-6) on Wednesday, July 18 from 7 am until 11:30 pm**. Read CH 7: Retail Location and CH 8: Retail Site Location. Review Power Point presentations. Begin Mystery Shopper assignment, due Monday, July 23.

Week 3 (July 23-29). Mystery Shopper assignment is due on Monday, July 23 by 10 pm. Read CH 9: Human Resources Management and CH 10: Information Systems, along with CH 11: Customer Relationship Management and CH 18: Customer Service. Review Power Point presentations. Begin Group Project, due Tuesday, August 7. **Exam 2 (CH 7-11, 18) is on Friday, July 27 from 7 am until 11:30 pm.**

Week 4 (July 30 – August 5). Read CH 12: Managing Merchandise Assortments, and CH 13: Buying Merchandise, along with CH 14: Retail Pricing and CH 15: Retail Communication. View Power Point presentations. Study for **Core Concept Quiz on Thursday, August 2 and Friday, August 3 from 7 am until 11:30 pm.**

Week 5 (August 6-9). Read CH 16: Managing the Store and CH 17 Store Layout, Design and Visual Merchandising, and review PowerPoint Presentations. **Group Project is due on Tuesday, August 7**. **Final exam (CH 12-17) is on Wednesday, August 8 from 7 am until 11:30 pm.**

Rubric for MKT/MGT 445 Projects

Criteria	1	2	3
Comprehensiveness	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.
Research	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).
Incorporates retailing strategy terms and concepts	Applies retailing strategy concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies retailing course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just "answers the question" without tying the answer back to marketing theory.
Writing style	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.	Generally well-written and edited so that the document "speaks with one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.