MKT MGT 445.01W RETAIL MANAGEMENT
COURSE SYLLABUS: Fall 2019

INSTRUCTOR INFORMATION

Instructor: Mary Anne Doty, Marketing Instructor
Office Location: BA 319
Office Hours: Tuesday/ Thursday 1:30 – 3 pm or by appointment
Office Phone: 903-886-5692
Office Fax: 903-886-5693
University Email Address: MaryAnne.Doty@tamuc.edu
Preferred Form of Communication: email
Communication Response Time: Generally within 24 hours M-F.

Mary Anne Doty has been a faculty member in the Department of Marketing and Business Analytics, College of Business, at Texas A&M University-Commerce since 2003. Over the past 30 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 Policy, Marketing, Retail Management, Advertising and Promotions, Sales, International Marketing, Product Management, Entrepreneurship, Channels of Distribution, 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. She was named a Global Fellow at TAMUC in 2016 and Distinguished Global Fellow in 2019.

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.

The syllabus/schedule are subject to change.
COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings


You may opt out of the inclusive access but your cost will likely be higher than the savings provided by Inclusive Access). *ISBN 978-1259573087 (Connect + Loose Leaf text) or 978-126016554X for Connect if you buy the textbook elsewhere.* If you want a paper copy (loose leaf) of the textbook in addition to the eBook, you can obtain it for an additional fee (around $37) through the campus bookstore.

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

Student Learning Outcomes

- SLO 1 Students will demonstrate an understanding of retail management terminology, including types of retailers, merchandise management, store management and retail strategy.
- SLO 2 Students will analyze the retail strategy of a specific store (with multiple channels).
- SLO 3 Students will apply retail strategy concepts as they solve a retail problem or situation.
- SLO 4 Students will demonstrate project management skills as they work on a team project.

COURSE REQUIREMENTS

The *syllabus/schedule are subject to change.*
GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%   900 points +
B = 80%-89%     800 – 899 points
C = 70%-79%     700 – 799 points
D = 60%-69%     600 – 699 points
F = 59% or Below 599 or fewer points
Total points Possible for Semester = 1000

<table>
<thead>
<tr>
<th>Weight</th>
<th>Total = 1000 points</th>
</tr>
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<tbody>
<tr>
<td>Core Concept Quiz</td>
<td>50 points or 5%</td>
</tr>
<tr>
<td>3 Exams @ 15% each</td>
<td>450 points or 45%</td>
</tr>
<tr>
<td>Omnichannel Paper</td>
<td>100 points or 10%</td>
</tr>
<tr>
<td>Connect Interactive Homework</td>
<td>100 points or 10%</td>
</tr>
<tr>
<td>Connect LearnSmart</td>
<td>100 points or 10%</td>
</tr>
<tr>
<td>Team Project</td>
<td>200 points or 20%</td>
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Assessments

Activities / Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, readings, research, etc. which will be made available to you by each Monday and close on the date given in your course schedule.

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 D2L quiz tool. The exams will be timed. Grades will be made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the D2L 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.

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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 11:59 pm. Exams are closed book and individual. That means using your book/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 Tuesday, September 24; Exam II (CH 7-12) is on Thursday, October 24. Exam III (CH 13-17) is on Wednesday, December 11.

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 Tuesday, November 26 or Wednesday, November 27. Measures SLO 1.

Written Individual Assignment (10% of total course grade)

Students will complete an individual assignment, worth 100 points. It will require you to visit retail stores and apply retail management concepts to your analysis. The Omnichannel assignment is due on Monday, September 30, and 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. Measures SLO 2.

Connect Homework Assignments (10% of total course grade)

I will assign interactive exercises for each chapter in the textbook. You will find assignments under the Interactive tab to complete the brief assignment, which consists of 2 questions. I count the average of 2 attempts at the assignment, so if you get 100%, there is no benefit to trying again. I drop the lowest score of 17 assignments and average the remaining 16. This is worth 10% of your grade. Since the assignments apply one or more concepts from the chapter, I strongly recommend that you read the chapter first, and then review the PowerPoint presentation before you attempt the assignment. There is generally a 2-week period when the chapter's homework is accepted. No submissions are allowed after midnight before the exam day.

LearnSmart Adaptive Learning System (10% of total course grade)

You will find the LearnSmart quizzes via the page at the bottom of the Interactive Assignments. For every chapter in the textbook, you are required to spend a minimum of 30 minutes answering questions using LearnSmart. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades. I can will reduce points for spending less than 30 minutes or answering a small percentage of questions per chapter.

Assessment Method: Both Connect and LearnSmart will are objective-formatted questions. Your points will be averaged to equal 10% of your total grade (Connect) and 10% (LearnSmart) or 200 pts total.

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Team Project (20% of total course grade)

An important part of this course is applying what you have learned to real examples. You will be assigned to a team of 3 or 4 students. 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. Measures SLO 3 and SLO 4.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:  
https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:  
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:  
https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each

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student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support
If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

https://community.brightspace.com/support/s/contactsupport

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies
1. Put all deadlines in your planner/calendar/phone. Deadlines are very important in business and I expect you to keep up with them.
2. There is no extra credit.
3. Be a contributing team member. Do your fair share and don’t keep team members wondering if you’re going to come through. Communicate.
4. Login every day during the semester. Check emails daily.

Syllabus Change Policy
The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.
http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:
https://www.britannica.com/topic/netiquette

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TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01:
http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

ADA Statement

Students with Disabilities-- ADA Statement

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- Room 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu
Website: Office of Student Disability Resources and Services

http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or

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veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

**Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus document](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf) and/or consult your event organizer.

Web url: [http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf)

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

**COURSE OUTLINE / CALENDAR**

**Week 1 (August 26 – September 1, 2019)** Read CH 1: The World of Retailing and view the Power Point presentations. Complete Connect Interactive and LearnSmart homework for CH 1.

**Week 2 (September 2-8, 2019)** Read and CH 2: Types of Retailers and CH 3: Multichannel and Omnichannel Retailing and view the Power Point presentations. Complete Connect Interactive and LearnSmart homework for CH 2 and 3.


**Week 4 (September 16-22, 2019)** Read CH 5: Retail Market Strategy and CH 6: Financial Strategy and view the Power Point presentation. Complete Connect Interactive and LearnSmart homework for CH 5 and CH 6 before next Tuesday’s exam.

**Week 5 (September 23 - 29, 2019)** Exam I (CH 1-6) is on Tuesday, September 24 from 7 am until 11:59 pm. Read CH 7: Retail Locations and view PowerPoint presentation. Complete Connect Interactive and LearnSmart homework for CH 7. Omnichannel assignment is due on Monday, September 30.

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Week 6 (September 30 - October 6, 2019)  Omnichannel assignment due on Monday, September 30. Read CH 8: Retail Site Location and view PowerPoint presentation. Complete Connect Interactive and LearnSmart homework for CH 8.


Week 8 (October 14-20, 2019) Read CH 11: Managing the Merchandise Planning Process and view PowerPoint presentations. Complete Connect Interactive and LearnSmart assignments for CH 11.

Week 9 (October 21-27, 2019) Read CH 12: Buying Merchandise and view PowerPoint presentation. Complete all homework for CH 7-12 by Wednesday, October 23. Study for Exam 2 over CH 7-12, which is on Thursday, October 24. We will begin the team project after Exam 2 is over. Contact with your assigned team through the Project Discussion board.


Week 11 (November 4-10, 2019) Read CH 14: Retail Communication Mix and view PowerPoint presentation. Complete Connect Interactive and LearnSmart homework for CH 14.

Week 12 (November 11-17, 2019) Read CH 15: Human Resources and Managing the Store and view PowerPoint Presentations. Complete Connect Interactive and LearnSmart homework for CH 15.

Week 13 (November 18-24, 2019). Read CH 16: Store Layout, Design and Visual Merchandising and view PowerPoint presentation. Complete Connect Interactive and LearnSmart homework for CH 16. Use study guide to prepare for next week’s Core Concept Quiz on Tuesday, Nov 26th and Wednesday, November 27th.

Week 14 (November 25-December 1, 2019). Core Concept Quiz is open from 7 am on Tuesday, November 26 until 11:59 pm on Wednesday, November 27. Read CH 17: Customer Service and complete Connect Interactive and LearnSmart homework for CH 17. Finish work on Group Retailing Project for next week’s deadline.

Week 15 (December 2-8, 2019). Team projects due Tuesday, December 3 by 11 pm.

Week 16 (Dec 11, 2019). Final Exam (CH 13-17) is on Wednesday, Dec 11 from 7 am – 11:59 pm.

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# Rubric for MKT 445 Team Projects

<table>
<thead>
<tr>
<th>Criteria</th>
<th>1 Needs Improvement</th>
<th>2 Meets Expectations</th>
<th>3 Exceeds Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensiveness</td>
<td>Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed explanation.</td>
<td>Most elements are covered thoroughly; some are mentioned briefly.</td>
<td>All elements are covered thoroughly and are well elaborated.</td>
</tr>
<tr>
<td>Research</td>
<td>Fails to meet 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).</td>
<td>Meets or exceeds minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).</td>
<td>Exceeds expectations for both quantity and quality of sources.</td>
</tr>
<tr>
<td>Incorporates CB terms and concepts</td>
<td>Rarely or never enlightens with demonstrations of course concepts; Just &quot;answers the question&quot; without tying the answer back to retailing theory.</td>
<td>Applies course concepts and terminology correctly, where appropriate.</td>
<td>Applies retailing concepts with a balance of description and analysis; Examples are original and correctly applied.</td>
</tr>
<tr>
<td>Writing style</td>
<td>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.</td>
<td>Generally well-written and edited so that the document &quot;speaks with one voice&quot;; few errors in spelling or grammar. Most research sources are cited correctly.</td>
<td>Extremely well-written and edited. Team projects are written in one voice. Uses APA style correctly. Grammar and spelling are correct. All research sources are cited correctly.</td>
</tr>
</tbody>
</table>