



RETL 2550 Retailing Principles

Fall 2020: August 24 – December 11

Hybrid course: Zoom class Tuesday 11 am to 12:20 pm

Instructor Contact

Dr. Dee K. Knight

Office Hours: Via Zoom at a day/time convenient for you

Contact: Dee.Knight@unt.edu and include RETL 2550 in the subject for a quick response usually in less than 24 hours. ***I do not use the Inbox tool in Canvas***, so trying to contact me that will result in a delayed response.

Course Description:

Detailed study of operations within and pertaining to a retail organization. Emphasis on physical store, multichannel management and policy development.

Course Objectives:

- Recognize the retail ecosystem
- Understand the process of planning and implementing retail strategies.
- Describe management principles for evolving retail formats.
- Explain the importance of building relationships with internal and external constituencies.

About the Professor

Welcome to RETL 2550. I am Dr. Dee K. Knight, the instructor for this course and Coordinator for the Retail Program. Prior to earning my doctoral degree in Merchandising, I was an entrepreneur and owner operator of a retail specialty store for many years. Like many of my students, my traditional academic path was interrupted by industry experience. Many of you bring industry and life experiences to this course that will enrich our discussions and your assignments as we learn from one another.



Teaching Philosophy

My goal is to create a learning environment in which students are engaged, respected, and contributing through their questions, experiences, and insights as we work toward a common goal of mastering learning objectives and applying them in the classroom and beyond. Learning requires hard work, but I believe it should be fun as we learn from one another and dare to ask, “why not”. Lifelong learning informs my courses to ensure the concepts, theories, and applications presented are current, relevant to the content, and valuable to you.

Optional Textbook:

Berman, B., Evans, J.R., & Chatterjee, P. (2017). *Retail Management: A Strategic Approach*. New York: Pearson.

Three (3) Required Newsletters (free)

- NRF SmartBrief (1) Daily newsletter with top industry news. <https://nrf.com/newsletter/nrf-smartbrief>. After you select the link for the NRF SmartBrief, you will be given five (5) options for type of newsletter you want. The first option, NRF SmartBrief is **required**, but you also select others of interest. The second option is no longer available.
- RetailWire is the retail industry's premier online forum. Each day, the editors select topics for discussion by industry experts. Subscribe to both newsletters from RetailWire: The Daily Delivery (2) and RetailWire Resources (3): <https://retailwire.com/subscribe/>

Optional: Download the Kindle app (free): Dr. Knight is gifting a book to you that requires the Kindle app. The book is "Customer Experience 2".

Important Information:

This is a hybrid course using Canvas and Zoom. Students will access Canvas course content on Thursday to prepare for the Zoom class on Tuesdays from 11 a.m. to 12:20 p.m. when students apply what they learned from content on Canvas. This requires that you stay up and current on the material and that you motivate yourself to study the material on Thursdays to prepare for the Tuesday Zoom class. Please read the syllabus carefully.

I use the Canvas Announcement tool so be sure to check it frequently. The structure of the course includes assignments each week, so staying current is critical.

Technical Skill Requirements

Students should be able to upload and download files and access the Internet for course support materials. Effective navigation of Canvas is necessary as course assignments and support materials will be made available through this application. Email will be used to communicate with students via the UNT provided student email accounts.

This is a hybrid course using Canvas and Zoom and is considered remote because we are not on the UNT campus. If you are new to the Canvas platform, please contact me the first day so I can orient you to the software quickly. If you are new to Zoom, we will learn about it together on Tuesday, August 25, 2020.

Netiquette (Internet Etiquette)

- Follow the golden rule of treating others as you wish to be treated.
- Ethical standards of behavior in our online class is expected just as it is in a campus classroom.
- In discussions, be respectful of the opinions and perspectives of others even when they differ from your own.
- Respect the privacy of other students and your faculty and refrain from re-posting information outside this course.

Instructor Responsibilities and Feedback

- As the instructor, it is my responsibility to help students learn, provide clear instructions for assignments, identify additional resources, provide rubrics, and continually review and update course content based upon learning outcomes and changes in the field of study.
- Provide timely feedback to students on assignments.

Student Responsibilities - Students are expected to:

- Study all course content delivered on Canvas, through videos, readings, and industry research and reports.
- Participate in our Zoom classroom on Tuesday, 11:00 a.m. to 12:20 p.m.
- Enable the video function during Zoom classes. If you need a webcam or a computer, please let me know as they are available through UNT. If there is a different reason you are cannot enable video, please contact me to discuss.
- Discover resources including information in the retail newsletters to inform assignments, class participation, and discussions.
- Complete all assignments following assignment guidelines.
- Submit assignments by the due date.
- Communicate with the instructor when they need clarification or assistance.

Course Requirements, Grades, and Course Schedule

Assignment due dates and guidelines – Assignment guidelines posted in Canvas also include due date, how to submit the assignment, and total possible points. You can find assignment details under the corresponding Module and under the Assignments link on the left hand menu.

Assignment Policy / Late Work

All work for this course is due no later than 11:59 pm on the designated due date unless otherwise indicated. **Late assignments are not evaluated. Please plan accordingly.**

Summary of Assessments	
Assessments	Total Points (Approximately for each category)
Application Activities (Zoom classes)	225
Assignments	200
End of Module Quiz (4)	100
Future Thinking (Final Exam)	50

Grading

Course grades are earned based on the points earned as a percentage of total possible points.

A = 90% +

B = 80% to 89%

C = 70% to 79%

D = 60% to 69%

F = <60%

Grading: Grades are not curved and will be determined by the points you earn. Dr. Knight awards a lagniappe for students “on the bubble” for the next highest course grade. Students may earn a lagniappe if they attended all classes and submitted all assignments by the due date.

Turnitin Notice

All works submitted for credit must be original works created by the scholar uniquely for this class. It is considered inappropriate and unethical to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Do not “copy and paste” information from other sources into your assignments and avoid quotations. These practices will result in high similarity percentages and reductions of your grades.

A grade of Incomplete

Course Incompletes are given only in accordance with UNT policy.

<http://registrar.unt.edu/grades/incompletes>

Student Perceptions of Teaching (SPOT): Student Perceptions of Teaching is a requirement of all organized class at UNT. This short survey will be available to you near the end of the semester. I value your feedback and encourage you to participate.

COURSE SCHEDULE

Module 1: Retail Ecosystem	
8/25 – 8/27	Retail re-imagined
9/1 – 9/3	Retail significance, opportunities, and challenges
9/8 -9/10	Traditional, evolving, and transformational retail formats
9/15 – 9/17	Consumer centric multichannel retailing
Module 2 Retail Strategies	
9/22 – 9/24	Situational analysis
9/29 – 10/1	Human resource management
10/6 – 10/8	Financial and information management
10/13 – 10/15	Managing internal and external relationships
Module 3: Merchandise Management	
10/20 – 10/22	Managing the merchandising planning process
10/27 – 10/29	Buying and pricing merchandise
11/3 – 11/5	Communication
Module 4: Retail Management	
11/10 – 11/12	Retail employees
11/17 – 11/19	Design, layout and visual merchandising
11/24	Customer Care
11/26	Happy Thanksgiving!
12/1 – 12/3	Presentations
12/8	Final Exam

STUDENT TECHNICAL SUPPORT

The University of North Texas [UIT Student Helpdesk](#) provides student technical support in the use of Canvas and supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu

Phone: 940.565-2324

In Person: Sage Hall, Room 130

Hours are:

- Monday-Thursday 8am-midnight • Friday 8am-8pm
- Saturday 9am-5pm
- Sunday 8am-midnight

Department of Merchandising & Digital Policies:**Advising**

ALL students are encouraged to meet with their Academic Advisor **each semester** to update your degree plan and to stay on track for a timely graduation.

- **CMHT Advising Contact Information (Chilton Hall 385 – 940.565.4635)**

Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.

Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of situation.***

Dropping a Course

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Services if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.

- **After the 12th class day, students cannot drop a course online** through your my.UNT Student Portal. Please see the instructions for dropping a class here: <https://registrar.unt.edu/registration/dropping-class>

Financial Aid Requirements

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

UNT Academic Dates and Deadlines

August 24	First day of class
August 28	Last day for change of schedule other than a drop. (Last day to add a class.)
September 5	Census date –Students cannot be added to a course for any reason after this date.
September 7	Labor Day (no classes, University closed)
November 2	Last day for a student to drop a course and receive a W.
November 20	Last day to withdraw (drop all classes) and receive W's.
November 26-27	Thanksgiving Break (no classes, University closed)
December 2-3	Pre-finals days
December 3	Last class day
December 4	Reading day (no classes)
December 5-11	Final exams (Exams begin on Saturday)

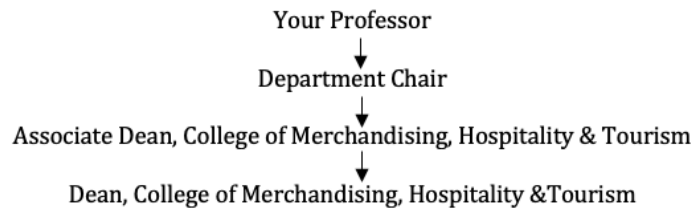
Useful Contacts

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK
COVID Hotline – COVID@unt.edu	844-366-5892

Grade and Class Concerns

Do you know who to contact for a course-related issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below



Do you meet ALL expectations for being enrolled in a course?

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Students are expected to be respectful of other students, guests, and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNT's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Feedback and Communications

Image Release

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to TKinley@unt.edu and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the

course. Student feedback is important and is essential as we strive for excellence. You will be able to access these surveys through your my.unt toward the end of the semester.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations are administered at the designated times during the final week of each long semester and during the specified day of each summer term. *Please check the calendar early in the semester to avoid any schedule conflicts.*

Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

Career Resources

Resume Help

For one-on-one help with your resume or other job-search skills, Ms. Janice Lader, from the Career Center and also one of our CMHT 2790 (Career Development) instructors, will be available to you. Contact her at Janice.Lader@unt.edu to set up an appointment.

Career Center

The Career Center is currently located in Sage Hall. They provide ***free*** help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs.

Internship / Career Industry Contact Opportunities

- In the fall semester, watch for information about the **Executive in Residence (EIR) Lecture**. This is an opportunity to hear about innovative industry and network with CMHT Board members and speakers. In Fall 2020, if we have an EIR event, it will be virtual.
- Also in fall, look for the **MDR Career Expo**, which provides opportunities to talk with recruiters and maybe interview on the spot! There may also be an opportunity to have lunch with recruiters.
- In the spring semester, watch for information about the **Consumer Experience Symposium**. The format will be similar to the EIR in that it affords you an opportunity to hear directly from industry and network with Board members and speakers.
- Spring semester also brings the **HTM Career Expo**, where our industry recruiters come to campus to visit with you!
- **CMHT Student organizations** bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!

- We sometimes have an **Industry Partner of the Day** set up in the hallway near the advising offices. For Fall 2020, these will be virtual. These may be publicized in your classes and are posted on the bulletin board in that Chilton hallway.

Online Job Board and Social Media Sites

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Site - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

IT Resources

CMHT-IT Services Student Laptop Checkout Information

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday:	8:00AM – 9:00PM
Tuesday:	8:00AM – 9:00PM
Wednesday:	8:00AM – 9:00PM
Thursday:	8:00AM – 9:00PM
Friday:	8:00AM – 5:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk or visit us at <https://cmht.unt.edu/cmht-it-services> or give us a call at (940) 565-4227.

CMHT Virtual Lab

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: <https://cmht.unt.edu/vmware-virtual-lab>. The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

UNT Resources for Students – Located on Home Page under Start Here

- Basics for students new to Canvas
- Online course technology requirements & skills

- UNT policies
 - Important academic dates
 - Academic integrity standards and consequences
 - Acceptable student behavior
 - ADA accommodation
 - Important notice for F-1 students taking online courses
 - Sexual assault prevention
 - Undocumented students
 - Emergency notification and procedures
- Academic support & student services
 - Technology support
 - Academic resource center
 - Academic success center
 - UNT writing lab
 - UNT math lab
 - Student services
 - Multicultural Center
 - Counseling and Testing Services
 - Student Affairs Care Team
 - Student Health and Wellness Center
 - Pride Alliance
 - Student Legal Services
 - UNT Food Pantry
- University library services
- Web accessibility & privacy
- Copyright Notice