



Photo by Jezael Melgoza at Unsplash.com

RETL 2550 Retailing Principles
Spring 2021 – January 12 – April 30
Synchronous / Asynchronous Class (Zoom & Application)
Zoom Class Tuesday at 11:00 a.m. to 12:30 p.m.

Instructor Contact

Dr. Dee K. Knight

Office Hours:

Via Zoom at a day/time convenient for you. I will remain in Zoom after class if you want to stay and chat.

Contact:

Dee.Knight@unt.edu and include RETL 2550 in the subject for a quick response usually in less than 24 hours if you use my UNT email.

Course Description:

Detailed study of retailing principles within and pertaining to a retail organization. Emphasis on operations 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 some 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 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.

Required Textbook:

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

Two Required Newsfeeds

- NRF SmartBrief – a daily newsfeed with the latest industry news. <https://nrf.com/newsletter/nrf-smartbrief>
- The Daily Delivery from RetailWire at <https://retailwire.com/subscribe/>

Important Information:

This is a hybrid course using Canvas and Zoom. **Class meetings are on Tuesday 11:00 a.m. to 12:20 p.m.** In addition to class time, students will be engaged in content applications through assignments, small group discussions, quizzes, cases, and other activities. Details are posted on Canvas. Staying current is critical to success.

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.

If you are new to the Canvas platform, please contact me the first day so I can orient you to the software quickly. We will learn about it together on Tuesday, January 11, 2020 at 11 a.m. in our Zoom class.

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.

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. – 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 **before the due date** when you need clarification or assistance.

Netiquette (Internet Etiquette)

- Follow the platinum rule of treating others as they 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, that is often how we learn.

- Respect the privacy of other students and your faculty and refrain from re-posting information outside this course.

Zoom Etiquette

- Be aware of your surroundings. Your professor and classmates can also see BEHIND you.
- Do your best to attend class in a quiet, undistracted environment, turning off external background noise such as TV or being in an open shared space with people interrupting you
- Take full advantage of the class you are paying for.
- Position your camera correctly so we can see your face, not the ceiling or a blank wall
- Use the Chat feature to ask questions, comment, be supportive and friendly.

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. Guidelines are posted under Assignments on the left-hand course 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 will be penalized 20%, and assignments will not be accepted after one day late without a documented reason in accordance with UNT policy. If you turn in a 100-point assignment up to one day late, the highest grade you can earn is 80 points, if there are no other deductions. Use a planner and stay organized so you do not jeopardize your grade.

Summary of Assessments	
Assessments	Total Points (Approximately for each category)
Participation – Zoom Classes	50
Assignments	250
Case Study(ies)	100
End of Module Quiz (4)	200

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.

Academic Integrity

This course adheres to the UNT academic integrity policy based on core values of trust and honesty. *Cheating* is the unauthorized assistance to take exams, tests, quizzes, assignments, or other assessments. It includes sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, and other assignments. It includes the use of tests, notes or other materials not authorized by the instructor – including those of other students whether provided directly or through an online website (e.g., Studyfy, Wikipedia, answers.com, slideshare, OPPapers.com, Scribd, Course Hero, and MedLibrary.org. to name a few.

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

Setting the Stage	
1/12	<ul style="list-style-type: none"> Course introduction, requirements, expectations Assignment for 1/19
Module 1: Retail Ecosystem (Chapter 1)	
1/19 through 2/4	<ul style="list-style-type: none"> Retail re-imagined Retail significance, opportunities, and challenges Traditional, evolving, and transformational retail formats Consumer centric retailing
Module 2: Retail Strategies	
2/9 through 3/9	<ul style="list-style-type: none"> Situational analysis Human resource management Financial and information management Internal and external relationships
Module 3: Merchandise Management	
3/16 through 4/6	Managing the merchandising planning process <ul style="list-style-type: none"> Buying and pricing merchandise
Thursday April 8	GDRRD Consumer Experience Symposium 10:30 (Required)
Module 4: Retail Management	
4/6 through 4/22	<ul style="list-style-type: none"> Design, layout, and visual merchandising Communication
4/27	Final Exam - 10:30 – 12:30

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