

RETL 2550 – Retailing Principles  
Spring 2019  
TR 3:30 – 4:50 pm Chilton 387 and ONLINE  
This is a blended course  
Dee K. Knight, PhD

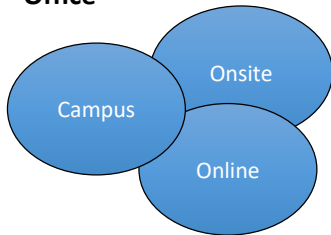
**Prerequisites:** None

**Professor:** Dee K. Knight, PhD

**Contact Information:** [dee.knight@unt.edu](mailto:dee.knight@unt.edu) (For priority, put RETL 2550 in the subject line.)

**Office Hours:** 11:30 am – 1 pm or by appointment

**Office** CHIL 302E (located in the CHIL 302 Office Suite)



RETL 2550 uses mixed methods to achieve learning objectives. The classrooms for this course will be on campus, online, and onsite. It is critically important that each student keep a detailed calendar or planner for this course.

**Course Description:** Detailed study of operations within and pertaining to a retail organization. Emphasis on the physical store, multi-channel management, and policy development.

**Course Objectives:**

1. Understand the retail transformation including opportunities and challenges of new paradigms.
2. Explain the importance of innovative, consumer-centric strategies for retailers.
3. Understand the financial impact of sales, staffing, asset loss, and shortage on profitability
4. Apply retail concepts and strategies to a start-up retail business

**Course Website:** <https://unt.instructure.com/login/ldap>

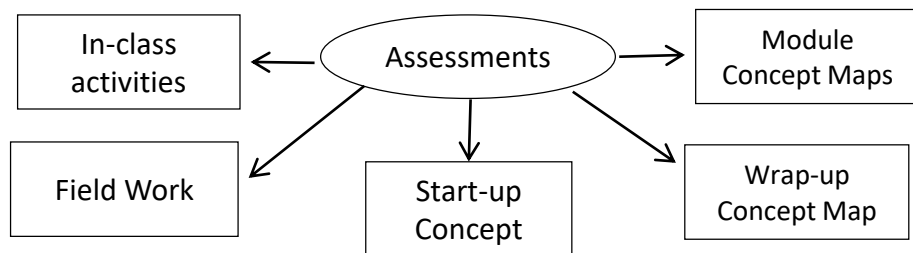
Materials will be posted on Canvas including course content, syllabus, course journey map, course schedule, assignment guidelines, grade rubric for the assignments, and time-sensitive announcements. Stay tuned in!

**Overview of Course:**

This course is based upon visual thinking and learning to achieve course learning objectives. Students will build upon their current perceptions and knowledge of the retail industry drawing on learning in other courses and/or retail work experience. Students will use concept maps to organize and comprehend new information and to connect new ideas and information to prior knowledge. Students will demonstrate their mastery of course objectives when they develop module concept maps and a retail start-up concept. Students will learn to use SmartDraw and basic Excel to facilitate understanding.



Textbook: Ogden, D.T., & Ogden, J.R. (2018). *Retailing: Integrated Retail Management*. Textbook Media Press, St. Paul, MN. You can purchase the textbook as a paperback or e-book at the UNT Bookstore.



**General Format for Assessments varies and will be included in assignment guidelines posted online.**

Grade	% of Total Possible Points
A	90%
B	80%
C	70%
D	60%
F	< 60%

Do not rely on Canvas calculations to reflect your grade in this course. Students will use Excel to calculate their grades based upon points earned on each assessment divided by the total possible points in the course. Grades are not curved, but Dr. Knight awards lagniappes for students “on the bubble” for the next highest grade. To receive a lagniappe, students must have participated in all classes and submitted all assessments by the assigned deadline.

Late assignments are not accepted, so please plan accordingly.

**SPOT (Student Perceptions Of Teaching)** is a requirement for all organized classes at UNT. This short survey is available to you near the end of the semester. I value your feedback as I develop the course for the next semester and encourage you to participate.

***This syllabus is subject to change when the instructor deems it is necessary to achieve course objectives.***

