



# RETAILING | MKTG 4600

## COURSE PROFESSOR

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## TEACHING ASSISTANT

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## COURSE DESCRIPTION

The University of North Texas – Denton “Course Catalog” describes MKTG 4600 [Retailing] as “Principles and methods; personnel management; credit; stock control.” These are very important topics; however, this course reflects a broadened perspective of retailing and retail management. We will collectively investigate cutting-edge retailing principles and practices, including exploring retailing as a set of business and/or individual activities aimed at 1) creating value in the exchange of market offerings (i.e., products and services) to consumers for personal, family or others’ consumption, 2) managing the flows of market offerings in the supply chain, and 3) impacting the economic (i.e., consumer confidence) of economies in the U.S. and abroad. You will often see retailing described by the acronym *B2C* that reflects business-to-consumer exchange; yet, retailing also encompasses *C2C* or consumer-to-consumer exchange. In this course, we focus on *B2C* exchange relationships. **Retailing is ultimately about managing consumers’ experiences and expectations.** Sam Walton, the founder of *Walmart*, expertly acknowledged that “High expectations are the key to everything”

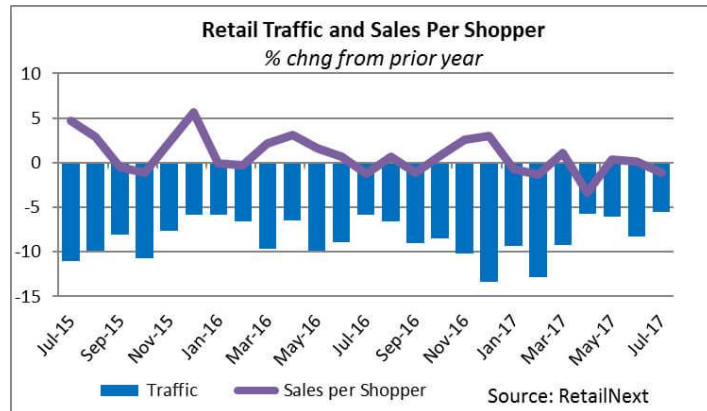
## COURSE INTRODUCTION

To fully appreciate the importance of retailing in everyday life, one may recount James Cash Penny’s assertion that “Profits must come through public confidence, and public confidence is given to any merchant in proportion to the service which he gives to the public.” Now, consider how, why, what and – above all where – you buy market offerings cast against the extant challenges confronted by retailer *JC Penney*. Now think about *Zappos.com* founder’s Tony Hsieh’s perspective, “Businesses often forget about the culture, and ultimately, they suffer for it because you can’t deliver good service from unhappy employees.” While both retail pioneers reflect the importance of instilling public confidence in both internal and external retail customers, they certainly face a very different market setting. The most exciting challenge confronting retailers globally is the dynamic market environment. The old adage “location, location, location” proffered by John Wanamaker. This retail pioneer opened the very first department store in Philadelphia in 1861 called *Oak Hall* and managed its growth into a retail department store giant known by his namesake *John Wanamaker & Co.* in 1875. The department store’s motto was “One price and goods returnable.” You are surely aware of the most transformative time in the history of retailing as *Amazon.com*, *Alibaba.com* are displacing traditional brick ‘n mortar retailers across all types of market offerings, ranging from convenience to luxury goods, electronics to groceries. Regardless of whether the retail exchange is online,



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offline or some combination, the decline in traditional shopping behavior is well documented. Consider the following (August 2017) downward trend in retail traffic and sales per shopper. Yet, specialty retailers, grocery stores, megastores (“Big Boxes”), department stores and other physical retail locations remain the mainstay of retailing, despite unprecedented increases in e-commerce (online retailing). In the 18 August 2017 edition of the *Wall Street Journal*, the



cover story addresses how “Alibaba’s Net Soars on Solid Online Sales,” explaining “Alibaba has been very successful in transforming the business to mobile from desktop” (p. B1). Despite the unprecedented shift of manufacturing and distribution of goods from East to West, there still remain success stories that illuminate how blood, sweat and tears are still a substantive strategic option for *American Giant*:

Bayard Winthrop, the company’s founder and chief executive officer said... ‘What we’ve been successful at is taking the catalyst of e-commerce, which I think is one of those moments in capitalism where everyone has had to stop and say ‘wow,’” Winthrop said. “E-commerce provides a particularly elegant solution to the problem, but more importantly it says if you build a business that commits to American-made in scale, stays direct to consumer, and drives home great product and great quality that does provide a viable business that can reach a big scale.’ American Giant has two company-owned cut-and-sew facilities around Raleigh, N.C., that are supported by a Carolinas-based supply chain that primarily produce the brand’s sweatshirts and T-shirts for men and women. It also has two contract facilities in the Los Angeles area, and one each in Oakland, Calif., and in Philadelphia that are making a variety of items, such as shirting, jackets and T-shirts. He said one of the biggest challenges to the business is trying to get the supply chain to rethink its model... The startup unisex fashion brand, based in New York, is tapping into the styling needs of its core demographic: traveling consumers. ‘The Made-In-America element to our supply chain was a key decision for the development of *Poste Premier*. We aim to provide limited edition unisex styles with short turnaround at the highest quality,’ said *Poste Premier* creative director Emma Postal. ” (12 July 2017, *Business*)

In this course, you are a veritable expert because you are inextricably engaged in retailing on a daily basis. Whether buying groceries, eating (or drinking) at a retail establishment or buying apparel, you likely engage in retailing every day.

### COURSE SUPPORT MATERIALS





The following textbook is the guiding foundation for course content. Chapter assignments and content are based on the Ninth Edition of the U.S. version of the text. If you opt to buy another edition, you are still responsible for all assigned content from this edition:



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Levy, Michael, Barton A. Weitz and Dhruv Grewal (2014), Retailing Management, Ninth Edition, McGraw-Hill: New York, NY.

There are also extensive materials posted on the Blackboard Learn course web site. You are responsible for any and all materials posted to the web site. It is mandatory that you check this MKTG 4600 course web site at least twice every week for the duration of the semester.

-  **Video-on-Demand Course Content** - There will be assigned videos to watch that add value to the course topics and will be tested on the scheduled quizzes.
-  **Experiential Exercises** – These are real-world exercises that you will complete throughout the semester.
-  **Quizzes** - all quizzes are administered online.
-  **Assigned Readings** - a set of readings will be used to supplement the topics we cover throughout the semester.

**Blackboard Learn.** If you ever encounter any difficulty with the Blackboard Learn system, it is your responsibility to contact the Help Desk. Your instructor has no authority or control over the operating system, University servers or software platform. Accordingly, you must take responsibility for understanding the Blackboard Learn interface. There are on-line help sessions and workshops available for all students. For more information, contact the Help Desk. **In case of any online issue while taking a quiz, you must get a ticket number from the Blackboard Learn Help Desk before either Drs. Pelton or Panda can assist you.**

### COURSE POLICIES

**Academic Integrity.** It is expected that each student enrolled in the course ascribes to the policies articulated in the University of North Texas “Academic Integrity Policy.” The policy is posted on the Blackboard course Web site under an icon titled “Academic Integrity.” You are required to read and understand the policy. If you have any questions, please contact me or the University of North Texas Academic Integrity Office.

**NT COB Student Ethics Statement.** As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. “

I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy. I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding



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group participation. While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer "hacking" or in any other manner. I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech."

**Attendance and Participation.** You are expected to remain highly engaged in all Blackboard Learn (learn.unt.edu) course activities. **All Blackboard participation is recorded automatically;** accordingly, it is not wise to "challenge" your Blackboard engagement. The instructor is fully aware of the frequency and duration of each Blackboard engagement throughout the semester. Your attendance and participation is a significant portion of your final course grade.

**Course Content Issues or Process Issues.** All course content issues can be easily addressed by contacting Dr. Swati Panda, the assigned Teaching Assistant at [Swati.Panda@unt.edu](mailto:Swati.Panda@unt.edu) or via the [Blackboard Learn email option](#). You may also contact the Professor of Record, Dr. Lou E. Pelton at [pelton@unt.edu](mailto:pelton@unt.edu). It is okay (and encouraged) to email, text (972.333.3132) or call (940.565.3124 or 972.333.3132) Dr. Pelton for assistance.

**Written Communications Support.** Because written communications proficiency is an important part of grading in this course, your ability to write correctly and effectively is important. One tool available to everyone – and at no cost – is [www.grammarly.com](http://www.grammarly.com). It is a great way to identify writing errors and help you fix them. Also, another helpful web site is [www.citefast.com](http://www.citefast.com). We encourage you to use these free support tools in all of your courses. They have been very helpful to students. There is also a great resource called The Writing Lab in Sage Hall, Room 152, 940.565.2563. This is a great resource for all University of North Texas – Denton students.

### COURSE ASSESSMENT OF LEARNING

*"In the long run, we shape our lives, and we shape ourselves.  
The process never ends until we die.  
And the choices we make are ultimately our own responsibility."*

— *Eleanor Roosevelt*

In the spirit of Eleanor Roosevelt's assertion, you elected to enroll in an on-line course, and this requires self-motivation and (like all other course) responsibility for your own performance outcomes. Mr. Malhan and Dr. Pelton will do everything possible to enable your success in MKTG 4520; however, you must take



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responsibility for following directions, reading and listening to assigned content, and studying all assigned materials. In this course, there will be several opportunities for you to demonstrate your learning outcomes:

**Case Studies.** *These are real-world, relevant and timely living cases that ask you to discuss questions about a retailing decision scenario. The platforms afford you an opportunity to evaluate a scenario with information, apply marketing channels principles and construct a well-developed, thoughtful discussion. The grading rubric for this assignment is provided on Blackboard Learn. You will submit each Experiential Exercise ONLY via Blackboard Learn. No submissions will be accepted via email. Your grades on each will be posted to Blackboard Learn. Each Experiential Exercise is worth 100 points or a total of 30% of your course grade. The due dates and assignment directions are available on each posted assignment.*

**Quizzes.** There will be three, online multiple choice quizzes that test all materials in each of the modules of course content (Module I, II and II). ***Any materials on this syllabus may be on a quiz, and any materials posted on Blackboard Learn may also be included on a quiz!***

| Quiz Content       | Quiz Module                        | Textbook Topics             |
|--------------------|------------------------------------|-----------------------------|
| Quiz 1 (Module I)  | 21 <sup>st</sup> CENTURY RETAILING | Chapters 1, 2, 3, 4, 11     |
| Quiz 2 (Module II) | PLANNING & SCM STRATEGY            | Chapters 5, 6, 7, 8, 10     |
| Quiz 3 (Module 3)  | MERCHANDISING & RETAIL EXPERIENCE  | Chapters 12, 13, 14, 15, 17 |

**Attendance and Attentiveness.** As stated on multiple occasions on this syllabus, it is mandatory that you log-in to the MKTG 4600 Blackboard Learn course web site at least twice each week. This will impact 10% of your grade, and it should be the easiest part of earning points. ***Any materials on this syllabus may be on a quiz, and any materials posted on Blackboard Learn may also be included on a quiz!***

Final grades are based on a total of 1,000 possible points as articulated above and summarized below in the table:

| Case Studies | Quizzes    | Attendance | Total        |
|--------------|------------|------------|--------------|
| 300 points   | 300 Points | 100 points | 1,000 points |

The computation of final letter grades are based on this table, and distribution of letter grades are as follows. Letter grades are NOT posted to Blackboard Learn. To see your final letter grade, you should check [my.unt.edu](http://my.unt.edu):

| F    | D         | C       | B       | A    |
|------|-----------|---------|---------|------|
| <600 | 600 – 699 | 700-799 | 800-899 | >899 |