



Retailing - MKTG 4600

Semester: Fall 2015
Time: TR / 9:30-10:50 AM
Location: BLB 250

Instructor: Seth Ketron
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Office: 323C
Office Hours: TR 8:00 to 9:00 or by appointment

Textbook: *Retailing Management, 9e*
Levy, Weitz, & Grewal (2014)

Overview

Course Description:

This course is an introduction to the world of retailing. Various types of retail strategies will be explored, including critical retail determinants that consist of management of merchandise assortments, merchandise planning systems, buying strategies, pricing strategies, financial strategies, and store management. Consumer issues will also be explored, including customer buyer behavior, customer service requirements, and the retail communications mix.

By the end of the course, you are expected to have a clear understanding of retailing management and to be able to analyze the concepts with a certain degree of creativity and professional marketing skill. You should be able to define successful retailing strategies and devise and implement action plans based on a strategic marketing orientation. In summary, you should improve your marketing capabilities already acquired in fundamentals courses: the knowledge, ability, and attitude to prepare you to be a marketing professional.

Learning Methods:

This is a face-to-face course utilizing traditional lecturing methods in addition to online course management tools (i.e., Blackboard). From time to time, you may have assignments that require completion on Blackboard, with no work time allotted in class. Additionally, announcements will also be made via Blackboard, so perusal of Blackboard is required.



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Blackboard:

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Announcements (check Blackboard regularly, particularly before a class).
- Online quizzes
- Lecture slides
- Grade posting

NOTE: Bb Learn is unavailable every Saturday night from 11:00pm until 2:00am CDT Sunday morning for system maintenance.

Course Deliverables

Exams:

On exams, you will be tested on the concepts and the applications from the contents of the time period's chapters. The exams will be delivered in the classroom. There will be a total of **three exams (100 points each) and one retail math quiz (100 points)**. All exams are **mandatory**.

An optional final exam will be offered. If you take the final, I will drop the lowest of your exam grades (excluding the retail math quiz) if your score on the final is higher than the lowest grade (except the retail math quiz). If you miss an exam, you will be required to take a make-up exam on final exam day. The instructor reserves the right to offer make-up exams in the form of essay questions in lieu of multiple choice questions. **Make-up exams will ONLY be offered on final exam day - NO EXCEPTIONS!**

In total, **400 points of your final course total will be from exams.**

Attendance and Participation:

Attendance is **mandatory**. In order to encourage attendance, I will give ten unannounced pop quizzes during the semester. These pop quizzes will be worth 10 points each, for a total of **100 points in the course**. If you cannot attend class, you must provide documentation to be excused.



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Excused absences include medical reasons (need a doctor's note), death in the family (need an obituary), or car trouble (need a mechanic's note). No other absence will be excused.

Additionally, you will be expected to participate in class discussions. We will have five open-forum discussions during the course in which I will pose a question concerning a current, relevant issue and ask the class to provide commentary on the issue. Your participation will be graded in these discussions at 10 points per discussion, for a total of **50 points in the course**.

In total, 150 points of your final course total will be from attendance and participation.

Projects:

Individual Project - The Shopping Center Audit

You will be required to complete an individual project as part of this course: the shopping center audit. You will be surveying a shopping center to assess overall health and ambience, intended target market(s) served, types of retailers present, traffic patterns, and other elements. Details on this project will be delineated in a separate document. This project is worth **150 points**.

Group Project - Retailer Growth Strategy Plan

You will be required to complete a group project as part of this course: the retailer growth strategy plan. In this project, you will work in groups to analyze the current state of a retailer, which you will select as a group, and propose a growth strategy for the retailer in the form of a brand or merchandise extension. This will involve discussion of company background and a SWOT analysis which will support your extension strategy, and you will discuss financial strategy, merchandising strategy, location strategy, etc. for your proposal. Details on this project will be delineated in a separate document. This project is worth **300 points**.

In total, 450 points of your final course total will be from projects.

Extra Credit Opportunities:

Extra credit may be offered during the course of the semester. Specific details will be discussed as the opportunities arise. Please check course announcements daily for updates.



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Grade Calculation

3 Exams @ 100 points each	300 points
Planning, Buying, and Pricing Quiz	100 points
Initial Project: Shopping Center Audit	150 points
Group Project: Retailer Growth Strategy Plan	300 points
Attendance and Participation	150 points
Total points	1000 points

Final Grade Breakdown:

To calculate your final grade, take the number of points you have earned on the above assignments and divide that number into the total points possible (600 points).

Note: * *Grades are not curved.*

90% and above	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% and below	F

Communication & Academic Honesty

Electronic Device Policy:

In this senior-level course, courtesy and professionalism are expected. As such, **please do not use cell phones in class. Additionally, the use of any other electronic devices for the purposes of unnecessary communication via social media, etc. is strongly discouraged.** The instructor reserves the right to ask you to cease the behavior in class and may ask you to leave the class if the behavior is repeated. **You may lose points from your attendance/participation grade for unauthorized use of electronic devices in class!** If you are expecting a phone call or need to access a communication device for any reason, please inform the instructor before class.



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Communication:

This is a senior-level course. As such, you are expected to communicate any issues to the instructor in a timely manner. This is defined as the following:

- **A professionally-written, properly addressed email.** Emails such as “Hey dude” or “Yo, teach!” will not be accepted. You should write your emails as you would to a manager at a firm. Additionally, rudeness or profanity is completely unacceptable.
- **Professional communication with one another.** Scholarly, educated debate may occur and is actually encouraged. Having said that, keep all communications with one another courteous and professional.

If you have any questions about these guidelines, please contact the instructor. **I will attempt to respond to any communications within 24 hours from the time the email is received in my inbox. DO NOT expect quick responses on the weekends or close to deadlines.**

Academic Honesty:

As stated under the university policies, plagiarism is a violation of academic honesty and can result in disciplinary action up to and including removal from the course and/or university.

If you find yourself questioning a behavior, it is probably academically dishonest!



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Course Outline

Below is the course outline. The instructor reserves the right to alter the course structure at any time and will notify students of any changes on the Announcements board.

Assignments are due ON BLACKBOARD by the beginning of class on that day. YOU MUST SUBMIT YOUR ASSIGNMENT ON BLACKBOARD BY THE DUE DATE/TIME!

Assignments WILL NOT be accepted by hand!

Date		Chapter & Topic	Assignments Due
T	8/25	Syllabus & Projects Guidelines Review	
R	8/27	Chapter 1: Introduction to Retailing	
T	9/1	Chapter 2: Types of Retailers	
R	9/3	Chapter 3: Multichannel Retailing	Individual Project: Milestone 1 (Selection)
T	9/8	Chapter 4: Customer Buying Behavior	
R	9/10	Exam I - Chapters 1-4	Group Project: First Group Meeting (Selection of Firm)
T	9/15	Chapter 5: Retail Market Strategy	
R	9/17	Chapter 6: Financial Strategy	
T	9/22	Chapter 7: Retail Locations	
R	9/24	Chapter 8: Retail Site Location	Individual Project: Milestone 2 (First Draft)
T	9/29	Chapter 9: Human Resource Management	
R	10/1	Chapter 10: Information Systems and Supply Chain Management	
T	10/6	Chapter 11: Customer Relationship Management	
R	10/8	Exam II - Chapters 5-11	
T	10/13	Chapter 12: Managing the Merchandise Planning Process (Part I - Theory)	
R	10/15	Chapter 12: Managing the Merchandise Planning Process (Part II - Math)	Individual Project: Milestone 3 (Final Draft)
T	10/20	Chapter 13: Buying Merchandise (Part I - Theory)	
R	10/22	Chapter 13: Buying Merchandise (Part II - Math)	
T	10/27	Chapter 14: Retail Pricing	Group Project: Milestone I (Synopsis)
R	10/29	Retail Math Quiz (math from Chapters 12-14)	
T	11/3	Group Project Workday (no class)	
R	11/5	Group Project Workday (no class)	
T	11/10	Chapter 15: Retail Communication Mix	



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R	11/12	Chapter 16: Managing the Store	Group Project: Milestone I (First Draft)
T	11/17	Chapter 17: Store Layout, Design, and Visual Merchandising	
R	11/19	Chapter 18: Customer Service	
T	11/24	Exam III - Chapters 12-18	
R	11/26	THANKSGIVING HOLIDAY - NO CLASS	
T	12/1	Group Project Presentations	Group Project: Final Draft
R	12/3	Group Project Presentations	
*FINAL EXAM - Thursday, December 10, 8:00 AM - 10:00 AM			

**The final exam will permit the lowest test grade to be replaced. Additionally, all make-up exams will be given at this time.*

GENERAL COURSE INFORMATION

IMPORTANT: ABSENCES

The legitimate reasons for missing a test or quiz include the following: documented hospitalization, documented contagious disease, religious holiday, documented court ordered appearance, or documented death in the family - you **MUST** produce a funeral program AND proof of travel (e-ticket, gasoline receipts, etc.). Business trips, arriving late, job-related activities, and trips with family/friends are not excused absences. If proper documentation is not provided, no make-up exam or quiz will be given. If you are absent without a legitimate excuse, no make-up exam or quiz will be administered.

IMPORTANT: LATE ASSIGNMENTS

The instructor reserves the right to refuse acceptance of any late assignments, for any reason. If you encounter a prolonged extenuating circumstance, such as a death in the family or an illness, you must provide documentation of the circumstance. If you do not submit documentation, the instructor may refuse to accept any late assignments, resulting in 0 points for that assignment. Should the instructor choose to accept a late submission, the following schedule will be observed:



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Immediately after the beginning of class to 11:59 PM on class day:	-20%
12:00 AM to 11:59 AM the next day after the due date:	-30%
12:00 PM to 11:59 PM by the end of the day after the due date:	-50%
12:00 AM two days after to 11:59 PM three days after:	-80%
12:00 AM four days after or later:	-90% to -100%

IMPORTANT: FINAL GRADES

All final grades are just that - FINAL. Please don't wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away. Note: Unless a student is confronted with a serious and absolutely unavoidable situation, missing any assignment will result in a zero (0). In keeping with university policy and privacy acts, grades will not be provided via telephone or e-mail. Grades are not allowed to be given out by the department staff. Do not call or stop by the department office to ask for your grade. You may check your grade online using Blackboard, or schedule an appointment with the instructor to receive your final grade and a review of your performance.

You have one week after grades are posted to inquire about the related exam/assignment. The purpose is to resolve any issue during the semester and not wait until the last week of the semester. Stay on top of your grades!

IMPORTANT: SETE

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students because I want to continually improve my teaching. I consider the



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SETE to be an important part of your participation in this class.

Department and University General Policies

Academic Integrity Policy

Academic dishonesty includes cheating and plagiarism.

The term “cheating” includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

The term “plagiarism” includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other materials. (Source: Code of Conduct and Discipline at the University of North Texas)

For more information on academic dishonesty and academic integrity, please see the following link: <http://vpaa.unt.edu/academic-integrity.htm>

If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

Bottom line: DON'T EVEN TRY IT! ☺



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Americans with Disabilities Act Compliance

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the ADA and would like to request accommodation, please see me as soon as possible. University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have any questions or if I can be of assistance.

Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor's department, or the equivalent administrative unit. Refer to the 2011-2012 Undergraduate Catalogue for further details.

Grade Changes

No grade except "I" maybe removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error corrections must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes



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only from the academic deans.

Awarding and Removal of Incomplete (I)

The grade of an “I” is a non-punitive grade given only during the last one-fourth of a semester. This grade can be awarded only if a student: (1) is passing the course; (2) has reasons beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar’s Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I from the departmental secretary. The instructor then files the permit form in the Registrar’s Office along with the grade, and the grade point average is adjusted accordingly. IF a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

Final Grades

Departmental staff is not allowed to give out grades. Do not call or stop by the department office to ask for your grade. Only I can release your grade.

*******FINAL NOTE*******

This syllabus does not represent a formal contract and is subject to change at any time or for any reason at the instructor’s discretion. Any such changes will be announced via classroom announcement and Blackboard, so please check Blackboard daily.