



## Retailing - MKTG 4600

**Semester:** Spring 2016  
**Time:** TR / 12:30 - 1:50 PM  
**Location:** BLB 140  
  
**Instructor:** Seth Ketron  
**E-mail:** Seth.Ketron@unt.edu  
**Office:** 323C  
**Office Hours:** R 10:00 to 12:00 or by appointment

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

**Simulation:** Entrepreneur (Interpretive Simulations)

### 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.

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



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Blackboard, so perusal of Blackboard is required.

### 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 assessments
- Lecture slides
- Grade posting

## Course Deliverables

### Exams

On exams, you will be tested on the concepts and the applications from the contents of the time period's chapters. There will be **two exams (200 points each) plus an optional final**. If you take the final, I will drop the lower of your two exam grades if your score on the final is higher than the lowest grade. 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 be offered by arrangement and will be in 100% essay format - NO EXCEPTIONS!**

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

### Attendance

Attendance is **mandatory**. In order to encourage attendance, I will give ten unannounced pop quizzes during the semester. Quizzes cannot be made up if missed. **Tardy students will NOT be permitted to take the quiz, so if you come in late, you will receive no greater than 20% for that quiz.**



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That is, if you come to class late, you will automatically receive 20% for showing up, but you will not be permitted to take the quiz. **Come to class on time, and this will not be an issue for you!**

These pop quizzes will be worth 10 points each, for a total of **100 points in the course.**

### **Simulation**

You will be required to complete a simulation as part of this course. This simulation is based on running a retail business as an entrepreneur. You will be making decisions on business hours, inventory ordering, pricing, staff, and 12 miscellaneous contextual decisions (security systems, PR, etc.). The goal of the simulation is to provide you with the opportunity to run a business by selecting a name, selecting a product type, and making decisions through several financial quarters.

You will be evaluated based in part on your financial performance as well as your stock price (which signals investor confidence) at the end of the simulation sequence. Due dates for decisions and related assignments associated with the simulation are in the course outline.

The simulation will be managed using the Interpretive Simulations website. All participation and results related to the simulation will be reviewed based on the website. **I cannot accept verbal or written statements that simulations have been completed – you MUST complete them through the site and verify that the site has recorded your attempts.** The only assignment that will be accepted outside of the simulation portal is the final report and self-reflection, which will be submitted through Blackboard. More details on graded elements will be provided in a separate document.

The assignments associated with the simulation are collectively worth **200 points.**

### **Group Project – Retailer Efficacy Audit**

You will be required to complete a group project as part of this course: the retailer efficacy audit. Details on this project are in a separate document. This project is worth **300 points.**



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### Extra Credit Opportunities

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

## Grade Calculation

Do not email me to ask what your grades are at any time during the semester. I am legally prevented from sharing grade information outside of Blackboard and closed-door in-person meetings, so I cannot discuss grades through email.

Additionally, the end of the semester is absolutely not the time of the semester to be asking for extra credit or any sort of “grade maintenance.” **Be proactive and take advantage of any extra credit opportunities as they arise throughout the semester!**

2 Exams @ 200 points each	400 points
Simulation	200 points
Group Project	300 points
Attendance Quizzes	100 points
<b>Total points</b>	<b>1000 points</b>

### 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 (1000 points).

**Note:** \* Grades are not curved.

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





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### 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.

#### 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.**



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### 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!***

## 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	1/19	Course Overview; Chapter 1: Introduction to Retailing	
R	1/21	Chapter 2: Types of Retailers; Simulation Overview	
T	1/26	Group Project Overview & Groups Announcement	Group Project: Selection of Firm
R	1/28	Chapter 3: Multichannel Retailing	
T	2/2	Chapter 4: Customer Buying Behavior	Simulation Setup Due; Simulation Quiz Due
R	2/4	Chapter 5: Retail Market Strategy	
T	2/9	Chapter 6: Financial Strategy	Simulation: Decisions 1-4
R	2/11	Chapter 7: Retail Locations	Group Project: Milestone I
T	2/16	Chapter 8: Retail Site Location	
R	2/18	<b>Exam I - Chapters 1-8</b>	
T	2/23	Chapter 10: Information Systems and Supply Chain Management	Simulation: Decisions 5-8
R	2/25	<b>Group Project Workday (no class)</b>	
T	3/1	Chapter 11: Customer Relationship Management	Group Project: Milestone II
R	3/3	<i>Guest Speaker (tentative)</i>	
T	3/8	Chapter 12: Managing the Merchandise Planning Process	Simulation: Decisions 9-12
R	3/10	Chapter 12: Managing the Merchandise Planning Process	



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T	3/15	<b>Spring Break (no class)</b>	
R	3/17	<b>Spring Break (no class)</b>	
T	3/22	Chapter 13: Buying Merchandise	Group Project: Milestone III
R	3/24	Chapter 14: Retail Pricing	
T	3/29	Chapter 14: Retail Pricing	Simulation: Final Report and Self-Reflection
R	3/31	<i>Guest Speaker (tentative)</i>	Group Project: Milestone IV
T	4/5	Chapter 15: Retail Communication Mix	
R	4/7	Chapter 16: Managing the Store	
T	4/12	Chapter 17: Store Layout, Design, and Visual Merchandising	Group Project: Milestone V
R	4/14	Chapter 18: Customer Service	
T	4/19	<b>Exam II - Chapters 10-18</b>	
R	4/21	<b>Group Project Meetings (meet in office)</b>	
T	4/26	<b>Group Project Meetings (meet in office)</b>	
R	4/28	Group Project Workday (no class)	
T	5/3	Group Project Presentations	Group Project: Final Report
R	5/5	Group Project Presentations	
<b>*FINAL EXAM - Online (Time Window to be Announced)</b>			

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

## Other Course Information

### 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 assignment is subject to a 30% immediate reduction in grade up until 24 hours after the deadline. After this 24-hour late period,



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no credit will be given whatsoever.

### **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.

You have one week after assignment grades are posted to inquire about the related exam/assignment. This excludes final grade reporting at the end of the semester, for which I will announce the acceptable window to challenge grades. The purpose of this policy is to resolve any issues during the semester and avoid procrastination/inattention until the last week of the semester. **Stay on top of your grades!**

### **The SPOT**

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





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### Department and University General Policies

#### Academic Integrity Policy

Academic dishonesty includes (but is not limited to) **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.

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

#### **\*\*\*WARNING\*\*\***

*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!☺\*\*\***

#### Americans with Disabilities Act Compliance

The College of Business complies with the Americans with Disabilities Act in making



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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 only from the academic deans.



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### **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 are 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.

### **Notice of Instructor’s Right to Change Syllabus**

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 and attend class regularly.



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### \*\*\*FINAL NOTE\*\*\*

I am looking forward to working with you this semester! I hope that you leave this class with a strong understanding and appreciation of retailing - and maybe even a desire to pursue a career in the discipline!

- Mr. Ketron