



Retailing - MKTG 4600.007/777

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Office Hours: By appointment only

Textbook: *Retailing Management*, 9e

Levy, Weitz, & Grewal (2014)

PURCHASE THROUGH MCGRAW-HILL CONNECT!

Overview

Course Description:

This course is an introduction to the world of retailing. The 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:

The entire course will be administered via Blackboard and McGraw-Hill Connect. You are responsible for reading the chapters and completing the online assignments and participating in the weekly discussion boards. Discussion boards are for discussion of posed questions and ideas - **HOWEVER, SHARING EXAM ANSWERS IS STRICTLY PROHIBITED.**



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Assignments

Syllabus/Introductory Video Quiz:

In the first week of the course, the instructor will post a short video introducing himself and providing an overview of the course. You will be expected to read the syllabus on the first day of class, and you will also need to watch this video. After completing these two tasks, you will need to complete a quiz, which can be found on Blackboard. This quiz is worth 50 points. Specific due date and time are on the outline below.

LearnSmart Chapter Readings:

As part of your course grade, you will be required to follow Connect's interactive reading portal, LearnSmart, through each chapter's material. The system pursues an intentional process of reading and concept checking to ensure that you understand the material. You will be required to complete the LearnSmart reading assignment for each chapter as part of this course. You will receive a completion grade for each chapter according to the percentage you complete (i.e., if you completely finish a chapter, you will receive all points, while if you only finish 80% of the chapter, you will receive 80% of the points). Each chapter reading is worth 25 points.

Connect Quizzes:

In Connect, you will also be required to complete each chapter's quiz. The scores you earn on these quizzes will be pro-rated based on their weight in this course (each quiz is worth 25 points toward your course total) and input into Blackboard accordingly. **The quizzes are NOT completion grades, so take them seriously!**

Discussions:

Discussion boards offer a place to discuss retailing-related questions that go beyond the text to involve personal experiences and perspectives. These are a required portion of your grade and are subject to the academic honesty and respectfulness policies delineated later in the syllabus.



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To earn full credit on discussion boards, you must make an initial post replying to the prompt, with at least 200 words in your initial post (except Week 1, which should be 100 words for Discussion 1 in addition to your introduction). You must also provide substantive responses to at least two other classmates. Simply saying “I agree” or “You’re wrong” is not substantive – you must contribute something new to the discussion with your replies. In summary, one initial post and two substantive replies are expected. Due dates and times for initial and follow-up posts are in the outline below.

Final Exam:

You will have one mandatory final exam, worth 200 points. The final exam will be accessed directly in Blackboard, contain 80 questions, and permit you two hours to complete it. You must complete the exam in the allowed time frames. At the end of the availability period, the exams will shut off automatically, so if you wait until the last minute to begin the exams, you will be locked out, and your grade will suffer according to the number of questions you were unable to answer as well as those you answer incorrectly. Blackboard can be technically problematic sometimes, so plan your schedule accordingly. **Timelines will not be extended for any reason – YOU MUST COMPLETE THE FINAL EXAM DURING THE SCHEDULED TIME FRAME.**

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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Grades

Deliverables:

Syllabus/Introductory Video Quiz	50 points
Final Exam	250 points
Chapter Readings @ 25 points each	450 points
Chapter Quizzes @ 25 points each	450 points
6 Discussion Boards @ 50 points each	300 points
Total points	1500 points

Final Grade Breakdown:

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

Note: * Grades are not curved.

Communication & Academic Honesty

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.
- **MINIMUM 72-hours’ notice in the event of missing a deadline.** Emails the night before an assignment is due will not excuse lateness. If you experience a medical or other



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emergency preventing you from submitting assignments on time, you must provide evidence of this emergency (doctor's notes, etc.). As mentioned above, **this does not apply to exams.**

You will be held responsible for taking the exams during the open time frame – NO EXCEPTIONS!

- **Professional communication with one another.** The optional discussion boards are intended to encourage just that – discussion. As such, for those who participate, scholarly, educated debate may occur and is actually encouraged. Having said that, if you choose to engage on the discussion board, 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. The following behaviors are considered plagiarism:

- Copying one another's work, including discussion posts, exams, and individual assignments;
- Copying from published works and websites;
- Failure to cite sources; and
- Any other behavior deemed 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.

Module	Week	Chapter	Topic	Assignments & Exams Due
The World of Retailing	1 July 11-17	1	Introduction to the World of Retailing	Syllabus/Introductory Video Quiz: due by 5 PM Friday (7/15)
		2	Types of Retailers	
		3	Multichannel Retailing	Introduction Post and Discussion 1: Initial Posts due by 5 PM Wednesday (7/13); Two Follow-Up Posts due by 5 PM Sunday (7/17)
		4	Customer Buying Behavior	
Retailing Strategy Part I	2 July 18-24	5	Retail Market Strategy	Discussion 2: Initial Post due by 5 PM Wednesday (7/20); Two Follow-Up Posts due by 5 PM Sunday (7/24)
		6	Financial Strategy	
		7	Retail Locations	Discussion 3: Initial Post due by 5 PM Wednesday (7/20); Two Follow-Up Posts due by 5 PM Sunday (7/24)
				Connect Chapter Quizzes 5-7 due by 8:00 PM Sunday (7/24)



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Retailing Strategy Part II	3 July 25-31	10	Information Systems and Supply Chain Management	Discussion 4: Initial Post due by 5 PM Wednesday (7/27); Two Follow-Up Posts due by 5 PM Sunday (7/31) Connect Chapter Quizzes 10 & 11 due by 8:00 PM Sunday (7/31)
		11	Customer Relation Management	

Merchandising Management	4 August 1-7	12	Managing the Merchandising Planning Process	Discussion 5: Initial Post due by 5 PM Wednesday (8/3); Two Follow-Up Posts due by 5 PM Sunday (8/7)
		13	Buying & Merchandising	
		14	Retail Pricing	Connect Chapter Quizzes 12-15 due by 8:00 PM Sunday (8/7)
		15	Retail Communication Mix	
Management Applications	5 August 8-12	16	Managing the Store	Connect Chapter Quizzes 16-18 due by 8:00 PM Wednesday (8/10)
		17	Store Layout, Design, and Visual Merchandising	
		18	Customer Service	Final Exam available from Thursday (8/11) at 8:00 AM to Friday (8/12) at noon

In addition to the above assignments, you will also be required to complete the corresponding LearnSmart chapter readings. As stated above, LearnSmart chapter readings in Connect are completion grades and will be input in Blackboard based on the level of completion reported in Connect.



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ALL CHAPTER READINGS FOR EACH WEEK'S BLOCK ARE DUE BY 8:00 PM ON SUNDAYS, EXCEPT FOR THE FINAL WEEK. THE FINAL WEEK'S READINGS ARE DUE BY 8:00 PM ON WEDNESDAY (8/10).

Although chapters will remain open throughout the course, **you will NOT receive credit for any chapter readings completed late - NO EXCEPTIONS!**

GENERAL COURSE INFORMATION

IMPORTANT: The only acceptable reason for missing any exam is UNT Blackboard system failure. You must get a ticket from the student help-desk to confirm the problem - only after that, the exam will be reset for you.

IMPORTANT: If you have technical problems with Blackboard Learning System Vista 4.2 such as it is slow, you are being knocked off, cannot get to your home page, etc. contact the Vista Student Help Desk: email: vista@unt.edu phone: 940-565-2324 on campus: IS 119. They are the best option for solving Vista technical problems. If you have problems during an exam, the help desk will give you a ticket number to document your problem. Then you may email me and I can reset an exam for you if it is a UNT problem.

IMPORTANT: Check your grades every week. **I will ABSOLUTELY NOT entertain any emails begging me to add points, offer you special extra credit, or arbitrarily bump your grade up at the end of the term - these are unfair advantages that are prohibited by ethics and common sense.**

Take proactive responsibility for your grades and maintain communication with me at the first sign of any difficulties, but please note that **you will receive the grade that you earn in this course.**

Department and University General Policies:

Academic Dishonesty

All work performed in this class must be your own. Violation of this policy will result in a grade of "F" for the course and notification of appropriate university officials for disciplinary action.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in



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taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

Americans with Disabilities Act

The College of Business Administration 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 Act and would like to request accommodation, please present your written accommodation request by the end of the first week and make an appointment with the instructor to discuss your needs. Please note: University policy requires that students notify their instructors 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 a question 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.



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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.

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..



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ATTENTION: Bureau of Citizenship and Immigration Services Regulations for F1 Visa Holders:

Important Notice for F-1 Students taking Distance Education Courses - Federal Regulation

To read detail Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://ecfr.gpoaccess.gov>. The specific portion concerning distance education courses is located at “Title 8 CFR 214.2 Paragraph (f)(6)(i)(G)” and can be found buried within this document:

<http://frwebgate.access.gpo.gov/cgi-bin/get-cfr.cgi?>

TITLE=8&PART=214&SECTION=2&TYPE=TEXT

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than an equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student’s physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student’s course of study is in a language study program, no online or distance education classes may be considered to count toward a student’s full course of study requirement. A final rule with Clarifications on the restriction can be found at:

http://www.ice.gov/pi/news/factsheets/0212FINALRU_FS.htm

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on- campus experiential component for their 100% online classes. This component (which must be approved in advance by the instructor) can include activities such as taking an on-



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campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose. Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

*****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 Blackboard, so please check Blackboard daily.