



Retailing II - MKTG 4630

Semester: Spring 2017
Time: TR / 9:30 - 10:50 AM
Location: BLB 250

Instructor: Seth Ketron
E-mail: Seth.Ketron@unt.edu
Office: 323C
Office Hours: R 11:00 to 12:00 or by appointment

Textbook: *Retail Product Management, 3rd ed.*
Rosemary Varley

Course Description:

This course is an introduction to numerical and analytical approaches to the various domains of retailing. Data analysis is the core driver of retail decision making in all areas of retailing, from the point of manufacture to the point of sale. As such, those who wish to be successful in retailing must understand the nature and importance of analytics in retailing. The nature and role of retailing will be explored in the beginning, with the majority of the course focused on the use of analytical approaches to retail problem solving. Domains include the management of merchandise assortments, merchandise planning, buying, pricing, financial strategies, and store management.

By the end of the course, you are expected to have a clear understanding of data-based decision making in the retail world. Additionally, you should be able to analyze concepts and cases with a certain degree of creativity and professional skill. You should be able to relate basic data analytics to successful retail strategies and devise and implement action plans based on these strategies. In summary, you should improve your marketing capabilities already acquired in fundamentals courses: the knowledge, ability, and attitude to prepare you to be a successful professional in the retail world.



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Blackboard

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. You will have assignments that require completion on Blackboard, with additional work necessary in Word, Excel, and any other common applications typically utilized in a university environment. Additionally, announcements will also be made via Blackboard as well as classroom announcement. **Check Blackboard daily for updates related to coursework, deadlines, and any pertinent information that may impact the completion of assignments.** Your grades will also be posted in Blackboard.

Laptops

This course is Excel intensive. As such, you will need to bring a laptop or similar computing equipment (i.e., a tablet with Microsoft Office and document-saving capabilities) to class. If you do not own such a device, you may check out a laptop from the BLB computer lab. If you do own a laptop, ensure that you bring it to class rather than relying on the BLB computer lab – these devices are not guaranteed to be always available, so you should allow those who do not own laptops to use them.

If you fail to bring a laptop to class, you may be delayed in completion of assignments and learning/retention of the concepts tested in labs and cases.

Course Deliverables

Quizzes:

On quizzes, you will be tested on the concepts and the applications from the contents of the time period's chapters. The exams will be delivered via Blackboard during the specified times in the course outline below. There will be **four quizzes at 75 points each. You must complete the quizzes during the allotted time frames in the course outline. No makeup quizzes will be given – NO EXCEPTIONS!**

In total, 300 points of your total course grade will be from quizzes.



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Labs:

The ten labs are designed to teach you the basic skills and abilities necessary to be functional in an introductory data analysis environment. You will be expected to complete the labs on your own – **working with other students is expressly forbidden and constitutes academic dishonesty**. Having said that, you are allowed to freely seek the assistance of the instructor and consult any online resources, including instructional “how-to” videos, etc. Some of this content will be posted on Blackboard, but you are encouraged to seek additional resources as you deem necessary.

Each lab is worth 30 points, with a **total of 300 points of your final course total**.

Cases:

Cases integrate data analysis and retailing concepts to engage you in data-based problem solving. Each case focuses on a different domain of analysis and involves processes that are more complicated than those involved in labs. As with labs, you are expected to seek help on concepts that are confusing or do not make sense, and you may freely seek help from the instructor.

Each case is worth 75 points, with a **total of 300 points of your final course total**.

Final Exam:

The final exam is designed to integrate the concepts and analytical approaches explored throughout the semester into a single deliverable. The final exam will consist of questions that may be multiple choice, fill in the blank, etc. in addition to essay questions. You will also have at least one case-oriented question that will require you to address a given problem using the knowledge, skills, and abilities you will acquire in the course.

The final exam is worth 200 points of your course total.



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Attendance:

Attendance is **mandatory** and is worth **100 points** for the course total. In order to encourage attendance, I will formally take attendance at the beginning of class at the start of Week 2. Students are able to miss two sessions before I begin counting off. For each day missed after these two “free absences,” I will deduct 5 points from your bank of 75 points if you cannot provide evidence for a documented excused absence – specifically, these include medical reasons that can be excused by a doctor or required events for other courses that overlap with this class time. For your first two absences, I will not ask or require documentation. You will simply have these free absences counted down. Only after your free absences are gone will I begin requiring documentation. Car trouble, work, travel, and other issues that arise will not be excused. If you anticipate travel or some other event that will require you to miss a class, I suggest using your two “free absences” for these.

Tardy students will be penalized for showing up late. This penalty will constitute a two-point deduction for each late arrival up to 30 minutes late. I do allow a 5-minute time window at the beginning of class as a grace period, but 6 to 30 minutes late will result in this penalty. Students who are more than 30 minutes late will be counted absent. Come to class on time, and this will not be an issue for you!

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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Grading

Quizzes (4 at 75 points each)	300 points
Labs (10 at 30 points each)	300 points
Cases (4 at 75 points each)	300 points
Final Exam	200 points
Attendance	100 points
Total Points	1200 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 for any completed assignments.

Note: * *Grades are not curved.*

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

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. 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.



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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.

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 their respective due dates (except for Lab 10 – see below). 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	1/17	Syllabus/Course Overview	
R	1/19	Lab Day: Excel Review	
T	1/24	Chapter 1: Introduction to Retail Product Management	
R	1/26	Lab Day: Excel Review (continued)	
T	1/31	Chapter 2: Retail Product Management: Process and People	Lab 1: Excel Review
R	2/2	Lab Day: Store Visit	
T	2/7	Retail Math	Lab 2: Store Visit
R	2/9	Lab Day: Retail Math	
T	2/14	Chapter 3: Category Management	Lab 3: Retail Math
R	2/16	Lab Day: Filling in the Blanks	
T	2/21	Chapter 4: Product Range Planning and Selection	Lab 4: Filling in the Blanks
R	2/23	Lab Day: Case 1	
T	2/28	Chapter 5: Managing the Supply Base	Case 1: Planning/Category Management
R	3/2	Lab Day: Case 2	
T	3/7	Chapter 6: Product Quantity Decisions and Stock Management	Case 2: Buying
R	3/9	Lab Day: Forecasting	
T	3/14	SPRING BREAK! ☺	
R	3/16		
T	3/21	Chapter 7: Managing the Response to Sales	Lab 5: Forecasting
R	3/23	Lab Day: Pricing I – Achieving Profit	
T	3/28	Chapter 8: Allocating Retail Space to Products	Lab 6: Pricing I – Achieving Profit
R	3/30	Lab Day: Space Planning	
T	4/4	Chapter 9: Retail Design	Lab 7: Space Planning



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R	4/6	Lab Day: Case 3	
T	4/11	Chapter 10: Visual Merchandising	Case 3: Allocation
R	4/13	Lab Day: Sizing Decisions	
T	4/18	Chapter 11: Communicating the Product Offer	Lab 8: Sizing Decisions
R	4/20	Lab Day: Case 4	
T	4/25	Chapter 12: Evaluating Retail Product Performance	Case 4: Store Productivity - Store Grading
R	4/27	Lab Day: Pricing II - Markdowns	
T	5/2	Basic Statistical Methods for Retailing	Lab 9: Pricing II - Markdowns
R	5/4	Lab Day: Basic Statistical Methods for Retailing	Lab 10: Basic Statistical Methods for Retailing (<i>due by 5/7 at 11:59 PM</i>)
*FINAL EXAM - Online (opening at 8:00 AM on 5/8 and closing at 5:00 PM on 5/10)			

Quiz/Final Exam Schedule

All quizzes as well as the final exam are to be taken online via Blackboard outside of class. This schedule is **firm** – **FAILURE TO TAKE A QUIZ/THE FINAL EXAM DURING THE ALLOTTED TIME FRAMES WILL RESULT IN A ZERO!**

The time limit for each quiz is 60 minutes. The time limit for the final exam is 120 minutes.

Quiz/Exam	Topics	Open	Close
Quiz 1	Ch. 1-3/Retail Math	2/17 at 8:00 AM	2/19 at 11:59 PM
Quiz 2	Ch. 4-7	3/24 at 8:00 AM	3/26 at 11:59 PM
Quiz 3	Ch. 8-10	4/14 at 8:00 AM	4/16 at 11:59 PM
Quiz 4	Ch. 11-12/Stats	5/5 at 8:00 AM	5/7 at 11:59 PM
Final Exam	All	5/8 at 8:00 AM	5/10 at 5:00 PM

Quizzes are typically multiple choice and are designed to test your knowledge of concepts, definitions, theories, and other specific topics from the text as well as lectures. The final exam is essay-based and is designed to test the holistic thought processes and overarching themes learned from this course.

Assistance from each other is considered cheating and is expressly forbidden. If you are caught cheating, you will be subject to the disciplinary actions stated below.



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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, 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!



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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.

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>



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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 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.



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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.



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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.

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