



MKTG 4630: Retailing II

Semester: Fall 2016
Time: Online
Location: Online

Instructor: Seth Ketron
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Office: 323C
Office Hours: R 11:00a to 12:00p or by appointment

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

Overview

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



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courses: the knowledge, ability, and attitude to prepare you to be a successful professional in the retail world.

Learning Methods:

This is an online course that will primarily utilize institutional course management systems (i.e., Blackboard). 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, so perusal of Blackboard is required. **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.

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

Open Lab/Case Help:

In addition to email and office hours, the instructor will offer open lab/case help at specified times throughout the semester. These times are to be announced via Blackboard. If you are having trouble with any concepts, you are encouraged to attend these open help sessions.

YOU ARE RESPONSIBLE FOR GETTING HELP ON CONCEPTS THAT YOU DO NOT UNDERSTAND – EMAIL THE INSTRUCTOR EARLY AND OFTEN!!!!



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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.**

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. Additionally, the instructor is able and willing to assist with any assignment, **except for the final exam.**

Each lab is worth 20 points, with a **total of 200 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. However, **working with other students is expressly forbidden and constitutes academic dishonesty.**



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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.

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 20 points each)	200 points
Cases (4 at 75 points each)	300 points
Final Exam	200 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 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

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.

	Week	Chapter Reading & Topics	Labs/Cases	Quizzes
1	8/29 - 9/4	Chapter 1: Introduction to Retail Product Management Excel Review	Lab 1: Working with Excel	
2	9/5 - 9/11	Chapter 2: Retail Product Management: Process and People Excel Review (continued)	Lab 2: PivotTables	
3	9/12 - 9/18	Retail Math	Lab 3: Retail Math Problems Lab 4: Filling in the Blanks	
4	9/19 - 9/25	Chapter 3: Category Management	Case 1: Planning/Category Management	Quiz 1: Ch. 1-3, Retail Math
5	9/26 - 10/2	Chapter 4: Product Range Planning and Selection	Case 2: Buying	
6	10/3 - 10/9	Chapter 5: Managing the Supply Base	Case 3: Allocation	
7	10/10 - 10/16	Chapter 6: Product Quantity Decisions and Stock Management	Lab 5: Forecasting	
8	10/17 - 10/23	Chapter 7: Managing the Response to Sales	Lab 6: Pricing I - Achieving Profit	Quiz 2: Ch. 4-7
9	10/24 - 10/30	Chapter 8: Allocating Retail Space to Products	Lab 7: Space Planning	
10	10/31 - 11/6	Chapter 9: Retail Design	Lab 8: Sizing Decisions	
11	11/7 - 11/13	Chapter 10: Visual Merchandising		Quiz 3: Ch. 8-10
12	11/14 - 11/20	Chapter 11: Communicating the Product Offer	Case 4: Store Productivity - Store Grading	



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13	11/21 - 11/27	No assignments this week - Happy Thanksgiving! ☺		
14	11/28 - 12/4	Chapter 12: Evaluating Retail Product Performance	Lab 9: Pricing II - Markdowns	
15	12/5 - 12/11	Intro to Statistical Methods	Lab 10: Basic Statistical Methods for Retailing	Quiz 4: Ch. 11-12, Statistical Methods
16	12/12 - 12/16	FINAL EXAM - opens 12/12 at 8:00 AM and closes 12/14 at 5:00 PM		

Due Dates:

*******READ THIS SECTION CAREFULLY!!!!!!*******

Labs and cases are due by 11:59 PM on the ending Sunday of the assigned week. For example, Lab 1, which is due in Week 1, must be submitted by 11:59 PM on Sunday, 9/4. **Late assignments will not be graded.** If you have to miss a deadline, you must provide a **MINIMUM** of 72-hours' notice **BEFORE THE DEADLINE**, and the instructor will provide you with a specific due date for the assignment that you must miss. Receiving an excused late submission for one assignment **WILL NOT** alter the dates for any other assignments.

Quizzes will open at **8:00 AM** on the **Friday** of the given week and will be available for completion through **8:00 PM** on the **Sunday** of the given week. You will have 60 minutes to complete each **quiz**. Once you begin a quiz, you must finish the quiz within the 60 minutes, and you will have one attempt to do so. Questions are randomly drawn from a larger pool, and the order is totally randomized. **Working with other students on quizzes is expressly forbidden.** If you are caught doing so, you will be subject to disciplinary action up to and including formal documentation with the university and expulsion from the course/university. **YOU MUST COMPLETE THE QUIZZES IN THE ALLOTTED TIME FRAMES - NO EXCEPTIONS!**



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The final exam will be open in the time frame specified in the course outline. **You will have 120 minutes to complete the final exam.** You will have one attempt at the final exam, which must be completed in one sitting. As with the quizzes, questions will be presented in random order and will be drawn from a larger pool. **Working with other students on quizzes is expressly forbidden.** If you are caught doing so, you will be subject to disciplinary action up to and including formal documentation with the university and expulsion from the course/university. **YOU MUST COMPLETE THE FINAL EXAM IN THE ALLOTTED TIME FRAME - NO EXCEPTIONS!**

If you miss an assignment and do not communicate with the instructor, you will receive a 0 for that assignment. If you have a medical emergency, death in the family, or another unforeseeable issue that will prevent you from submitting on time and that arises 1 to 71 hours prior to the deadline, you must provide official, formal documentation from the appropriate professionals (i.e., a signed doctor's note). The instructor is more than willing to work with you in these cases, but you must still complete all required assignments for the course. Thus, you and the instructor can determine appropriate due dates for assignments in the unfortunate event of such emergencies. **Communication with the instructor in such cases is YOUR RESPONSIBILITY - please ensure that you communicate early, often, and in a timely manner.** There is no such thing as too much communication!



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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 contact 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.

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 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 Blackboard, so please check Blackboard daily.