



Retailing - MKTG 4600.007/777

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Office Hours: *By appointment only*
Textbook: ***Retailing Management, 9e***
Levy, Weitz, & Grewal (2014)

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 online delivery mode (i.e., Blackboard). You are responsible for **reading the chapters and taking the scheduled online exams as well as completing the required individual project, the shopping center audit (to be discussed in a separate document).**

Discussion boards will be available for those who would like to discuss class topics - **HOWEVER, SHARING EXAM ANSWERS IS STRICTLY PROHIBITED.** The details regarding the chapters covered in each week can be found in the course outline section.



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Assignments

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 available on Blackboard during the weekends, **except for the last week of the course** (see the course outline). There will be a total of **four exams**.

All exams are mandatory.

Each exam contains 75 multiple choice questions. You will have one hour to complete each exam. These exams will be available for a limited time identified in the course outline below. You must complete the exams in the allowed time frames. Blackboard can be technically problematic sometimes, so plan your schedule accordingly. **Timelines will not be extended for any reason – YOU MUST COMPLETE THE EXAMS DURING THE SCHEDULED TIME FRAMES.**

Individual Project – The Shopping Center Audit:

You will be required to complete an individual project as part of this course: the shopping center audit. The purpose of this project is to apply the knowledge and skills you will learn in this course in an assessment of a retailing environment. Rather than restricting your review to a detailed project on a single firm, 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.

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

Assignments:

4 Exams @ 100 points each	400 points
Initial Project: Shopping Center Audit	200 points
Total points	600 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).

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

Note: * *Grades are not curved.*

Date	Event
July 13, 2015	First Day of Class
July 16, 2015	Census
August 5, 2015	Last Day to Drop a Course with W (<i>with instructor permission</i>)
August 13, 2015	Last Class Day
August 14, 2015	Final Exam Day



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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 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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If you have any questions about plagiarism, please contact the instructor. *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.

Module	Week	Chapter	Topic	Assignments & Exams Due
The World of Retailing	1 July 13 - 19	1	Introduction to the World of Retailing	Submit Selected Shopping Center to Instructor (DUE JULY 16 by 5:00 PM) Exam 1 Chapters 1, 2, 3, & 4 Available from July 18 @ 8 AM to July 20 @ 8 AM
		2	Types of Retailers	
		3	Multichannel Retailing	
		4	Customer Buying Behavior	
Retailing Strategy Part I	2 July 20 - 26	5	Retail Market Strategy	Individual Project: First Draft Due
		6	Financial Strategy	
		7	Retail Locations	
Retailing Strategy Part II	3 July 27 - Aug 2	10	Information Systems and Supply Chain Management	Exam 2 Chapters 5-7, 10, & 11 Available from Aug 1 @ 8 AM to Aug 3 @ 8 AM
		11	Customer Relation Management	
Merchandising Management	4 Aug 3 - 9	12	Managing the Merchandising Planning Process	Individual Project: Final Draft Due Exam 3 Chapters 12-15 Available from Aug 8 @ AM to Aug 10 @ 8 AM
		13	Buying & Merchandising	
		14	Retail Pricing	
		15	Retail Communication Mix	
Management Applications	5 Aug 10 - 14	16	Managing the Store	Exam 4 Chapters 16-18 Available from Aug 13 @ 8 AM to Aug 14 @ 12 AM (midnight)
		17	Store Layout, Design, and Visual Merchandising	
		18	Customer Service	



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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: You have one week after grades are posted to inquire about the exam. The purpose is to resolve any issue during the semester and not wait until the last week of the semester. Check your grades every week. You have two days to inquire about the final exam (the semester ends on August 10th).

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 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



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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.



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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.

SETE (Student Evaluation of Teaching Effectiveness)

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, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

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



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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-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.



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*****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.