

RETAILING MKTG 4600.407 – SP26-Dr. Mims

100% online – asynchronous with deadlines to meet- mandatory that all students earn 100% accuracy on Syllabus Exam

Instructor Information Dr. Tina C. Mims (Virtual Office) **Phone:** 469-951-3200

Email = 4699513200@vtext.com

Office hours = Wednesdays 12:30 to 2pm and 5pm to 6pm, other times by appointment

Preferred method of Communication: Text 469-951-3200 (for students that do not want their cell phone # shared, simply email 4699513200@vtext.com)

Expect same day response but please avoid Sundays, Holidays, and Spring Break

Course Catalog Description

Principles and methods; store location and layout; sales promotion; buying and pricing; personnel management; credit; stock control. Prerequisite(s): MKTG 3650 or MKTG 3651.

Course Level Learning Objectives (CLO's)

By the end of this course, through individual effort applied to all course materials, students will be able to:

1. Understand how retailers create value for their customers
2. Recall the elements of the retail marketing mix
3. Analyze a retailer's strategy and tactics
4. Understand how retailers develop their strategies

Students: please expect to demonstrate each of the above learning outcomes through graded coursework, evaluated according to the assignment guidelines, grading scales, and rubrics provided throughout the semester while meeting the due dates indicated in the Official Course Schedule.

Structure: Course Format and Content Delivery

This course is **16 weeks long** and never meets. This is a 100% online, asynchronous class with deadlines to meet. See attendance policy. Course content is taught through **Canvas**. Canvas is used for course materials, assignments, grades, and announcements. This course does **not** teach students how to use Canvas, Respondus LockDown Browser with Monitor, any student browser settings, hardware or third-party tools. Help for these systems is available through **university technical support**. Students receive enough time and notice to get help from experts and complete course requirements on time. See **Where to Get Help**.

Where to Get Help

Reason this section is important to students is based upon recent reports from Indeed and Intelligent. *"1 in 6 Companies Are Hesitant To Hire Recent College Graduates" (Intelligent, 2024)*
"Managers Don't Want To Hire Gen-Z Workers, Citing A Lack Of Soft Skills—Survey Says" (Elting, 2024)

Reach out to the following for problems/questions/of use of:

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Writing, APA in-text or APA reference

For help with writing (writing in formal, active, non-modal language, writing at a Freshmen college level, correctly using APA in-text citations or references to meet a citation style requirement), our University has a terrific group to help you:

[Contact the Writing Center](#). 940-565-2563 or WritingCenter@unt.edu

The Director of the Writing Center is fully aware of language expectations with any written work submitted for this course.

General Technology Help

Need help downloading a Certificate of Completion? For help with general technology (Hardware, Software, [VMWare](#), [ZOOM](#), Canvas, LinkedIn Learning, Respondus Lockdown Browser), our University has a terrific group for help: [Contact Student Tech](#). 940-565-2324. Watch carefully for Holiday Hours.

Mandatory Course Materials:

#1) Textbook: Retailing Management By : Levy & Grewal Edition: 11e

Publisher: McGraw-Hill This textbook is mandatory for the course.

#2) Supplementary Materials:

MSoftware with Word, PowerPoint and Excel.

PDF reader/PDF printer

No other textbook supplement is required.

#3) Additional Technology Requirements: This course has digital components. To participate, students must have a computer with a webcam and internet access to use Canvas, UNT Library Databases, and UNT Library LinkedIn Learning. For tips on digital learning, visit Learn Anywhere (<https://online.unt.edu/learn>). **Please note:** Not all browsers work well with , therefore, it is necessary for students to reach out to appropriate experts (not the instructor) regarding technical issues such as images loading, pages not loading, tests not loading.

Course Graded Requirements Schedule:

Except for the Final Exam, all graded tasks (tasks = quiz, discussion, research, papers, reflections, etc.) are due Sundays at 11:59 p.m. Central Time **to support consistency and ease of planning**. Students with documented University supported absences have sufficient time to turn in their work ahead of the due date and time. **All students are encouraged to avoid last minute – date item is due – submissions or attempts.**

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OFFICIAL COURSE SCHEDULE -100% ONLINE-MKTG 4600.407-Retail							
Course is organized in 'Modules'							
This is our 'Official Course Schedule'. Any changes will receive a posted announcement and new schedule posted.							
		What to do:	How many attempts?	Graded Points Possible	Due Date	Late Beginning this date:	% of Total Course Grade
MODULE 1	Course Learning Objective (CLO)	Course Navigation, Attendance, Late Penalty, Key Policies, Performance Expectations & CLO #1. Understand how retailers create value for their customers					
	WEEK 1	Syllabus Exam - must earn 100% accuracy to enter course	Unlimited	100	Sun, Jan 18	Mon, Jan 19	10.00%
	WEEK 2	Ch 1 (Define Retail) & Ch 2 Voluntary Discussion in Canvas	Unlimited Unlimited Edits	20	Sun-Jan-25	Mon, Jan 26	2.00%
MODULE 2	CLO	Understand how retailers create value for their customers					
	WEEK 3	Ch 3 quiz - Digital Retailing Certificate assignment Chap 3	Unlimited	10 50	Sun, Feb 08	Mon, Feb 09	1.00% 5.00%
	WEEK 4	Ch 4-Multichannel & Omnichannel	Unlimited	10	Sun, Feb 08	Mon, Feb 09	1.00%
MODULE 3	CLO	Understand how retailers create value for their customers					
	WEEK 5	Ch 5 quiz-Consumer Behavior Certificate assignment Chap 5	Unlimited	20 50	Sun, Feb 22	Mon, Feb 23	2.00% 5.00%
	WEEK 6	Ch 6 quiz-Market Strategy Certificate assignment Chap 6	Unlimited	20 50	Sun, Feb 22	Mon, Feb 23	2.00% 5.00%
MODULE 4	CLO	Analyze a retailer's strategy and tactics					
	WEEK 7	Ch 7 (Financial) & Ch 8 (Locations) quiz on both chapters Midterm prep guide posted Graded Discussion in Canvas	Unlimited	20	Sun, Mar 01	Mon, Mar 02	2.00%
	WEEK 8	Midterm Exam - opens 8am Thu Mar 5th	3 attempts - Lockdown Browser	150	Sun, Mar 08	NO LATE ACCEPTANCE	15.00%
Spring Break March 9th through March 13th- Dr. Mims may not be available							
MODULE 5	CLO	Analyze a retailer's strategy and tactics					
	WEEK 9	Ch 10- Info Sys Certificate assignment	Unlimited	10 50	Sun, Mar 22	Mon, Mar 23	1.00% 5.00%
	WEEK 10	Ch 11 Cust Relationship Certificate assignment	Unlimited	10 50	Sun, Mar 22	Mon, Mar 23	1.00% 5.00%
MODULE 6	CLO	Remember the elements of the retailing marketing mix					
	WEEK 11	Ch 12 Managing Merch & Ch 13- Buying Graded Discussion - In Canvas	Unlimited	20 75	Sun, Apr 05	Mon, Apr 06	2.00% 7.50%
	WEEK 12	Ch 14 Retail Pricing	Unlimited	20	Sun, Apr 05	Mon, Apr 06	2.00%
MODULE 7	CLO	Remember the elements of the retailing marketing mix					
	WEEK 13	Ch 15 Retail Communication	Unlimited	10	Sun, Apr 19	Mon, Apr 20	1.00%
	Week 14	Ch 16 HR & Managing Certificate assignment	Unlimited	10 50	Sun, Apr 19	Mon, Apr 20	1.00% 5.00%
MODULE 8	CLO	Understand how retailers develop their retailing strategies					
	Week 15	Ch 17- Store Layout Ch 18- Cust Service Final Exam Prep -Study Guide	Unlimited	10 10 -	Sun, Apr 26	Mon, Apr 27	1.00% 1.00%
	FINAL	WEEK 16 Final Exam Opens 8am Sat May 2nd	3 attempts - Lockdown Browser	100	Tue, May 05	NO LATE ACCEPTANCE	10.00%
TOTAL POTENTIAL POINTS				1000			
		Type of Graded Task	# Points	% Course Value			
		Chapter assessments (quizzes)	200	20%			
		3 Major Exams	350	35%			
		Assignments (requires time & car	450	45%			
			1000				

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IMAGE SOURCE: Dr. Mims used MSEXel

How Your Work Is Graded

Students earn grades based on the accuracy of their work, achievement of learning objectives, contributions to the course, adherence to the syllabus, meeting rubric details, assignment requirements, and if used - results from peer assessments. **Grades are not rounded up on individual tasks.** However, final total course points are rounded up to the nearest whole number at the end of the semester (e.g., an 89.2% becomes 90%).

Grades are assigned as follows: A = 90–100%, B = 80–89%, C = 70–79%, D = 60–69%, F = below 60%. All students are expected to track their own points throughout the semester. This is important because, as the instructor, Canvas is not a fully reliable indicator of your final grade, especially when bonus points are involved.

To track your grade, simply add the points you've earned and divide by the total graded points possible. Detailed values are provided in the Canvas Syllabus feature under "Official Course Schedule".

Detailed point values and grading distribution for each assignment type are provided in the Official Course Schedule & Graded Tasks section.

How your Performance is Evaluated

If any of the following tasks are used this semester, this is how performance is evaluated:

'Quiz/Test/Exam' Grading Expectations All tests, quizzes, and exams may include a mix of question types such as short answer, essay, formulas, categorization, matching, multiple answer, multiple choice, and true/false. For short answer and essay questions, students must write in complete sentences using correct punctuation and capitalization to be eligible for credit. Even if factually correct, incomplete or poorly formatted answers will receive no points.

Midterm and Final Exams (if used) require the use of Respondus LockDown Browser with a functioning webcam. Students are allowed to use four (4) personal written or typed notes (size 8.5in x 11in) on both sides but may not use a cell or smartphone. Covering the webcam during the exam results in an automatic failing grade for that attempt. Students without webcam access must arrange to take exams at a university-approved proctored location. See Official Course Schedule to make plans for required equipment because Exam dates are provided for planning.

Certificate assignments may require students to complete mini-courses and upload a Certificate of Completion (with the student's name) to Canvas. The uploaded certificate is the only way to receive credit for certificate assignments. When or if assigned, detailed instructions provide the ability to view examples of what certificates may look like once all requirements are met. Instructions for these assignments are provided under COMPLETE inside the Module due. Please open and read every link under COMPLETE. The title of the course the author and year are provided, in addition to an exact image (image description meets ADA requirements).

Written assignments include detailed grading rubric. These details in a rubric gives specific performance expectations and point allocations. Students are expected to expand and read all sections of the rubric before

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submitting their work to understand how points are awarded. Best practice is for students to 'grade themselves' using these rubrics before submitting or uploading their work. Students may be tasked with a graded quiz to check the academic accuracy of using the grading rubric.

Any student question on meeting formal, declarative, active writing and APA citation or reference style (not a paper style) must be directed to the UNT Writing Center. **See Where to Get Help.**

A few comments on when or if certificate courses are required in LinkedIn:

- Students are not required to have a LinkedIn account.
- Only use the links and information in the assignment to find the correct material to complete.
- There are multiple videos and short quizzes that require completion to obtain the certificate of completion.
- You can add the certificates of completion to your resume.
- Some Certificates include continuing education credits for Accounting, Project Management, Financial Services.

Completion certificates look like these images and **only a completion certificate earn the grade points:**

IMAGES OF DR. MIMS' CERTIFICATIONS EARNED



IMAGE SOURCE: UNT Library LinkedIn Learning from Dr. Mims' personal account

Where a grading rubric is used, these rubrics provide details on how to earn points and students need to 'check their work' against any rubric before submitting for grading. Usually these rubrics are used for LinkedIn Certificates requirements, Students must take time to review their work before uploading - why? Because you want success!

Students must have zero expectation of bonus points - No bonus points exist in the Official Course Schedule. Bonus points, if given, are only found under Announcements, the COMPLETE area in a Module, or if this is a face-to-face class, in class meetings.

Generative AI: Course expectations regarding the use of Generative Artificial Intelligence (GenAI) tools are addressed in the Academic Integrity Policy section of the syllabus. Students are required to comply with University of North Texas Academic Integrity standards.

COURSE MANDATORY REQUIREMENT -100% ACCURACY REQUIRED ON SYLLABUS/POLICY EXAM

RETAILING MKTG 4600.407 – SP26-Dr. Mims

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Students must earn 100% accuracy on the Syllabus/Policy Exam before starting the course. 100% accuracy is required regardless if you are late. 100% accuracy means answering questions perfectly to achieve this performance level, even if a late penalty is applied.

Students are provided unlimited attempts.

If a Multiple Answer question is asked, then students must select all correct answers to earn maximum accuracy. The purpose of this 100% accuracy requirement on the Syllabus/Policy Exam is so each student demonstrates a clear understanding of the expectations of our syllabus, course schedule, evaluation criteria, absence policy, late policy, university policies, for success in the course. These course and university policies are essential to the success of any student, but, especially, to an online student experience.

Penalty for not earning 100% accuracy on the syllabus exam is a student is prevented from taking chapter quizzes or Midterm exam.

About three times each day the instructor or the TA (if any) will place the passcode inside the Syllabus Exam gradebook for students to use when asked during the course. This passcode is Not to be shared with any classmate. Patience is appreciated during the first week to manually issue passcodes to everyone.

Attendance and Participation

This course does not meet and is a 100% online asynchronous class. Attendance is not graded but is essential to success. Notice to students on specific course absence policy: The instructor/professor for this course considers students 'absent' when missing the due date on required graded tasks. The reason for this course policy is to have students moving through the material consistently. While students are encouraged to move ahead, students are discouraged from getting behind to avoid low grades and to reduce student stress. SEE UNIVERSITY POLICY 06.039

Students that miss any due date may be asked to contact the DeanOfStudents@unt.edu to obtain a university excused absence. Given this course takes place over Holidays and a Break, students must pay close attention to the business days the university is open for support services.

Final Exam Participation Policy

- This course has 25 scheduled graded tasks due the entire semester (includes everything that is graded). (Double check by counting all grade tasks in the Official Course Schedule.
- There are 24 graded tasks due at specific due dates BEFORE the final exam.
- ***Students who submit 19 of the 24 graded tasks due - ON TIME or BEFORE DUE DATE earn the option to waive the final exam and retain their earned course average as their final course grade.***
- Canvas time stamps everything - therefore - Canvas time stamps are accurate. It is a student's responsibility to make sure their 'internal' computer clock is set correctly.
- Students who do not meet this minimum on-time threshold **must** complete the final exam scheduled in the Official Course Schedule.

RETAILING MKTG 4600.407 – SP26-Dr. Mims

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- Students with approved university accommodations or required university travel receive an equivalent method to earn the same benefit.
- Any academic integrity investigations or violations prohibit eligibility.

Time of Day

Any item due for submission is due by 11:59:00 pm central time for the day/date posted in the 'Official Course Schedule'. This means that midnight is officially late.

EXCEPTION = FINAL EXAM.

Read more about [the University Policy on Student Attendance and Absence 06.039](#)

Late Policy – Graded Tasks

Students must be on time and meet the due dates/times in the Official Course Schedule. However, if for any reason a student finds they need to submit late work, this is the late policy for this specific course. **Penalty:** Any submission after the due date earns 25% penalty per day late in this course.

Definition of Late

Any graded requirement submitted after its due date and time in the Official Course Schedule is late.

Canvas's time stamp is the official record.

Midnight is late; all scheduled activities are due at 11:59:00 p.m. Central Time, except for the Final.

General Rule

Late submissions are accepted unless noted otherwise in the Official Course Schedule.

Exceptions – No Late Submissions Accepted

Assignments marked "no late acceptance" in the Official Course Schedule.

Midterm Exam.

Final Exam.

These items receive a zero if late. Plan ahead.

Important Notes

Opening any quiz, test, or exam after the due date/time results in the late penalty.

Do not open closed activities to avoid unintentional penalties.

Detailed examples of this policy are available in Canvas under the Syllabus menu.

This policy balances personal needs with course requirements and reflects prior student feedback.

When Grades are Posted (aka updated)

If any of the following tasks are required in the schedule, this is when grades are expected to post:

Recognizing how important it is for students to know a grade, remember students can, at any time, calculate the grade status in the course by taking the points earned and dividing by possible points. Once the mandatory 100% accuracy is achieved on the Syllabus Exam students receive the Passcode to access course materials posted inside the exam's comments area in Canvas. Remember being one day late on the mandatory Syllabus Exam may cause you to earn 25% of points but still mandates earning 100% accuracy.

RETAILING MKTG 4600.407 – SP26-Dr. Mims

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Passcodes are placed, manually, in the Gradebook comments area several times each day by either Dr. Mims or TA/GAs. There are over 400 students this semester.

Any student sharing the passcode is subject to investigation under UNT academic integrity.

Timing of Grade Postings:

- Certificate assignment grades post one to two weeks after the due date.
Reason: Review involves verification, accuracy checks, and multiple sections.
- Quiz/Test/Exam without short answer questions - grades are posted immediately.
- Quiz/Test/Exam with short answer questions - grades may take up to 3 weeks after the due date.
Reason: Review involves verification, accuracy checks, and multiple sections.
- Written Assignments -includes discussions (any individual, group/team, or pairs of students) -grades are posted within about 14 -21 days (2 -3 weeks) after the due date.
Reason: Review involves verification, accuracy checks, and multiple sections.

If any of these posting expectations cannot be met - an announcement is made in Canvas. There are over 400 students in the combined semester courses, therefore, please expect an Announcement when grades are considered accurate inside Canvas for grade review.

UNT requires faculty to give reasonable notice to students when changes are made to a course syllabus. Any changes must also be reflected in the official online syllabus.

I am human and may occasionally make mistakes or typos. All mistakes are unintentional. If you notice something that does not look correct or add up properly, I welcome a kind, courteous text to let me know. Your heads-up benefits everyone. Never send images of test questions.

If any changes are made to the **Official Course Schedule**, if any changes are made to our **Face to Face Meeting schedule** or syllabus, I will always:

- Post an **Announcement in Canvas**.
- Update the **Official Course Schedule page or Official meeting schedule in Canvas** with a new version date.
- If you alerted me by text, I will also text you back once the update has been posted.
- Share the update in **GroupMe**.

Important: Until an official Announcement is posted and the Official Course Schedule is updated with a new version date, *we will continue to use the current version of the schedule as our guide.*

University Requirements for inclusion in every Syllabus:

For Online Courses Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for F-1 Visa (DOC)

Links to an external site. holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

RETAILING MKTG 4600.407 – SP26-Dr. Mims

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Eagle Alert: Eagle Alert if there is a campus closing that will impact a class the official course schedule and official class meeting schedule are subject to change, based upon the [Campus Closures Policy](https://policy.unt.edu/policy/15-006) (<https://policy.unt.edu/policy/15-006>).

ADA accommodation statement:

The University of North Texas makes reasonable accommodation for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course. You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>).

Student Conduct and Academic Integrity

Students are expected to **read, understand, and follow** all applicable **UNT policies** related to student conduct, and academic integrity. Students may be tested on their knowledge of these policies in the Syllabus exam or throughout the semester. These policies support a professional learning environment and guide interactions with the instructor and others in the course. Key policies and resources include:

- **Code of Student Conduct (Policy 07.012)**
<https://policy.unt.edu/policy/07-012>
- **Student Academic Integrity (Policy 06.003)**
<https://policy.unt.edu/policy/06-003>
- **AI, Plagiarism, and Academic Integrity Guidance (Office of the Provost)**
<https://guides.library.unt.edu/plagiarism/at-unt>

Statement on the use of Generative Artificial Intelligence (AI)

- To meet Office of the Provost Guidance, Dr. Mims specifically defines the use of AI tools as follows for this course: students may use **artificial intelligence (AI) tools**, including **ChatGPT and similar platforms**, to support learning activities such as brainstorming, clarification, and drafting. All work submitted in this course is the student's **own understanding and judgment**. **Bottom line:** Any errors, inaccuracies, or academic integrity violations resulting from the use of AI tools are **the responsibility of the student**.
- 42 CFR § 93.227 — “Plagiarism” defined – this is Federal Law
- Title 17 U.S.C. § 501 — Infringement of copyright – this is Federal Law

This is the end of this Syllabus.