	Texas A&M University-Commerce MKT / MGT 445-01W: Retail Management

ONLINE COURSE SYLLABUS

COURSE INFORMATION

MKT MGT 445-01W: Retail Management
Fall 2015
3 Credit Hours

Professor / Instructor Contact Information/Bio

Mary Anne Doty, Marketing Instructor
BA 319
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Mary Anne Doty has been a faculty member in the Department of Marketing and Business Analytics, College of Business, at Texas A&M University-Commerce since 2003. Over the past 30 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Strategy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, Sports Marketing, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

Materials – Text

Retailing: Integrated Retail Management, 2nd edition by James R (Doc) Ogden and Denise T Ogden, 2014 (Textbook Media Press) ISBN: 1-93078946-7

Course Description

This course is designed to prepare students for careers on both sides of the retailing field: merchandise buying and store management. It is also useful to those who will be involved as product sales representatives or other distribution positions. Our focus will be on managerial decisions, both strategic and tactical, that impact the retail operation. Prerequisite: MKT 306.

Goals / Rationale of the course:
- The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-5 (August 31-Sept 29); CH 6-10, 18 (Sept 30 –November 4); and CH 11-15 (November 5 – December 16).

Course Outcomes/Objectives

- Students will demonstrate an understanding of retail management terminology, including types of retailers, merchandise management, store management and retail strategy.
- Students will analyze the retail strategy of a specific store or pair of stores.
- Students will apply retail strategy concepts as they solve a retail problem or situation.
- Students will demonstrate project management skills as they work on a team project.

TECHNOLOGY REQUIREMENTS

To fully participate in online courses you will need to use a current Flash enabled browser. For PC users, the suggested browser is Google Chrome or Mozilla Firefox. For Mac users, the most current update of Firefox is suggested.

You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
- 512 MB of RAM, 1 GB or more preferred
- Broadband connection required courses are heavily video intensive
- Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

You must have a:
- Sound card, which is usually integrated into your desktop or laptop computer
- Speakers or headphones.
- *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: JAVA web site http://www.java.com/en/download/manual.jsp

Current anti-virus software must be installed and kept up to date.

Run a browser check through the Pearson LearningStudio Technical Requirements website. Browser Check   http://help.ecollege.com/LS_Tech_Req_WebHelp/en-us/#LS_Technical_Requirements.htm#Browset

Running the browser check will ensure your internet browser is supported.
> Pop-ups are allowed.
> JavaScript is enabled.
> Cookies are enabled.

You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
- Adobe Reader https://get.adobe.com/reader/
- Adobe Flash Player *(version 17 or later)* https://get.adobe.com/flashplayer/
- Adobe Shockwave Player https://get.adobe.com/shockwave/
- Apple Quick Time http://www.apple.com/quicktime/download/

At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

For additional information about system requirements, please see: System Requirements for LearningStudio   https://secure.ecollege.com/tamuc/index.learn?action=technical

COURSE REQUIREMENTS

Exams: (45% of total course grade)

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 60 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11 pm. That means you must begin by 10 pm if you want the entire 60 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for a zero on the exam. Exam I is on Tuesday, September 29; Exam 2 is on Wednesday, November 4. Exam 3 is on Wednesday, December 16.

Discussions (10% of total course grade)

Each chapter will have at least 2 discussion questions for you to answer. Discussion topics will be available until the night before the exam over that material. I expect you to respond to each question as well as your classmates' postings. This is your opportunity to apply the concepts in the chapter to your own experiences or observations. **ONCE THE DISCUSSION BOARDS HAVE CLOSED IT WILL BE TOO LATE TO PARTICIPATE IN THE GROUP OF CHAPTERS**.

Assessment Method: Your contributions to the discussion forums will be graded for *quality* not quantity, **timeliness** of your contributions, and *application* of concepts to current news examples. I will subtract points for insignificant postings ("I agree with _____) that don't contribute to the understanding of each topic. There is also a penalty for waiting until the last 48 hours before the discussion closes. I understand that students may fall behind on a chapter but if most or all postings occur the last day, you have not contributed adequately to the discussion. Grading will be done at the conclusion of each module (CH 1-5, CH 6-10, and CH 11-15).

Written Individual Assignments (15% of total course grade)

Students will complete two individual assignments, worth 75 points each. The individual papers will require you to visit retail stores and apply retail management concepts to your analysis. The Multi-channel paper is due on Thursday, September 24 and the Mystery Shopper paper is due on Wednesday, October 7.

Team Project (25% of total course grade)

An important part of this course is applying what you have learned to real examples. The team project will begin mid-semester. It involves an analysis of a specific retail strategy problem, along with recommendations to solve that problem, and can be competed with a "virtual" team which uses email, phone, Skype, or other technology to collaborate.   One team member will submit the group paper (in its entirety) to Turnitin.com and then upload the paper to the Dropbox. Be sure all names are on the first page, in alphabetical order.

Assessment Method: Projects will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of retail strategy terms and concepts in the paper, and originality of your recommendation. Your team members will also evaluate your contribution, and if a member does not contribute or is not responsive to emails from the team, they may be "fired" from the group. See the Rubric at the end of the syllabus for more details.

Core Concept Quiz: (5% of total class grade)

 The core concept quiz is a cumulative measure of your knowledge about retail strategy terms and concepts which satisfy the objectives of this course. Questions will be multiple-choice. I will give you a list of terms to study about 2 weeks before the quiz on Tuesday, November 25 or Wednesday, November 26.

There will also be true/false quizzes which do not affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the

chapters, reviewed the Power Point presentations, and participated in discussion, the quiz will help you identify areas that need further review.

Grading

Total Points Possible for Semester = 1000

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
Core Concept Quiz	5%
3 Exams @ 150 points each	45%
Discussion	10%
2 Individual assignments @ 75 pts each	15%
Team Project	25%

ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: https://leo.tamuc.edu/login.aspx.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours during weekdays and most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 3 times per week. If you don't respond to emails or login over a prolonged period (10 days) then I will assume you intend to drop the course.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc…)
- **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

Drop a Course

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. September 16 is the last day to drop a course with a 100% refund. November 5th is the last day to drop with a grade of Q. Thursday, December 6 is the last day to withdraw from all university courses (and no refund).

Incompletes

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

Administrative Withdrawal

Students who do not login during the first 12 days of the semester will be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

Tenets of Common Behavior

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

Nondiscrimination Notice

A&M – Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

ADA Statement   **Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services, Gee Library, Room 132
(903) 886-5150 or (903) 886-5835 phone
(903) 468-8148 fax
Email: Rebecca.Tuerk@tamuc.edu

COURSE OUTLINE

 Week 1 (August 31 to September 6) Read CH 1: The World of Retailing and view the Power Point presentations. Discussion questions for CH 1.

Week 2 (September 7 - 13)   Read CH 2: Customer Value, Services and Retailing Technologies. Review Power Point presentations. Discussion CH 2. Begin Multi-channel assignment, due Thursday, September 24.

Week 3 (September 14 - 20). Read CH 3: An Overview of the Retail Planning and Management Process and CH 4: The Retail Environment: A Situational and Competitive Analysis. Review Power Point presentations. Discussion CH 3 and CH 4.

Week 4 (September 21 - 27). Read CH 5: Evaluation and Identification of Retail Customers, and view Power Point presentation. Discussion CH 5. **Submit Multi-channel assignment by Thursday, September 24**. Begin Mystery Shopper assignment, due Wednesday, October 7.

Week 5 (September 28 – October 4). Exam 1 (CH 1-5) is on Tuesday, September 29 from 7 am until 11 pm. Discussion for CH 1-5 will end on Monday, September 28 at 11 pm. Read CH 6: Retailing Information Systems and Research, and view PowerPoint presentations. Continue working on mystery shopper assignment.

Week 6 (October 5 - 11). Read <u>CH 7: Retail Site Location and Analysis</u> and view Power Point presentations. Discussion CH 7. **Submit Mystery Shopper assignment by Wednesday, October 7.**

Week 7 (October 12 - 18). Read <u>CH 8: Financial Issues in Retailing.</u> View Powerpoint presentation. Discuss CH 8.   Form Teams to begin team projects.

Week 8 (October 19 - 25). Read <u>CH 9: Merchandise Management</u>. View Power Point presentation. Discussion for Chapter 9.

Week 9 (October 26 – November 1. Read <u>CH 10: Human Resource Management</u>. View Power Point presentation. Discussion for Chapter 10.

Week 10 (November 2 - 8).   Exam II over CH 6-10 is on Wednesday, November 4 between 7 am and 11 pm. Discussion for these chapters ends at 11 pm on Tuesday, November 3. Read <u>CH 11: Pricing in Retailing </u>and view Power Point presentation. Answer discussion questions for CH 11. Continue working on team project.

Week 11 (November 9 - 15).   Read <u>CH 12: Developing an Effective Integrated Marketing Communications Mix.</u> Review Power Point presentation. Discussion for CH 12.

Week 12 (November 16 - 22). Read <u>CH 13: Customer Service in Retailing.</u> Review Power Point presentation. Answer discussion questions for CH 13. Review Core Concept terms for quiz.

Week 13 (November 23 -29. Online Core Concept Quiz is open from Tuesday (November 24) through Wednesday (November 25th). *Happy Thanksgiving on November 26*. Continue working on team project

Week 14 (November 30 – December 6).   Read <u>CH 14: Laws and Ethics</u> and review Power Point presentation. Discussion CH 14. Finish work on Group Project.

Week 15 (December 7 - 13). Read <u>CH 15: Retailing Trends and Best </u>Practice and view Power Point. Discuss CH 15. **Project due Tuesday, December 8 at 10:00 pm**.

Week 16 (December 16). Discussion for CH 10-15 closes at 10 pm on Tuesday, December 15 at 11 pm. **Exam III (CH 11-15) is on Wednesday, December 16 from 7 am – 11 pm.**

Rubric for MKT/MGT 445 Projects and Written Assignments

Criteria	1 Exceeds Expectations	2 Meets Expectations	3 Needs Improvement
Comprehensiveness	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.
Research	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).
Incorporates retailing strategy terms and concepts	Applies retailing strategy concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies retailing course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just "answers the question" without tying the answer back to marketing theory.
Writing style	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.	Generally well-written and edited so that the document "speaks with one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.