



MKT / MGT 445.01W RETAIL MANAGEMENT

COURSE SYLLABUS: Fall 2020

INSTRUCTOR INFORMATION

Instructor: Mary Anne Doty, Marketing Instructor

Office Location: BA 314E (using phone or Zoom for Fall semester 2020)

Office Hours: Online 10 to 11 am MWF or by appointment via Zoom

Office Phone: 903-886-5692

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University Email Address: MaryAnne.Doty@tamuc.edu

Preferred Form of Communication: email

Communication Response Time: Generally within 24 hours M-F.

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 Policy, Marketing, Retail Management, Advertising and Promotions, Sales, International Marketing, Product Management, Entrepreneurship, Channels of Distribution, 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. She was named a Global Fellow at TAMUC in 2016 and Distinguished Global Fellow in 2019.

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.

The syllabus/schedule are subject to change.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: Retailing Management, 10th Edition (2019) by Levy, Weitz and Grewal, McGraw Hill Publishing. **The eBook is provided as Inclusive Access for a special price of around \$45**, which means that the eBook and homework package are already incorporated into the course website and will be billed along with your course tuition. **The Connect homework is not required for summer or fall 2020.**



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 new focus will be on managerial decisions, both strategic and tactical, that impact retail operations in a COVID-19 and post-COVID-19 environment.**

Prerequisite: MKT 306

Student Learning Outcomes:

- SLO 1 Students will demonstrate an understanding of retail management terminology, including types of retailers, merchandise management, store management and retail strategy.
- SLO 2 Students will analyze the retail strategy of a specific store (with multiple channels).
- SLO 3 Students will apply retail strategy concepts as they solve a retail problem or situation **(in response to COVID-19)**.
- SLO 4 Students will demonstrate project management skills as they work on a virtual team project.

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SPECIAL NOTE REGARDING TAMUC PANDEMIC RESPONSE

“A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students’ Rights and Responsibilities as a violation of the student Code of Conduct. “

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

This is a fully online class, so there shouldn’t be any inconvenience with schedule changes due to the Pandemic. Students will access recorded lectures in D2L and participate in discussion and other activities via YouSeeU or Zoom.

COURSE REQUIREMENTS

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100% 900 points +
B = 80%-89% 800 – 899 points
C = 70%-79% 700 – 799 points
D = 60%-69% 600 – 699 points
F = 59% or Below 599 or fewer points
Total points Possible for Semester = 1000

Weights for Assessment	
Core Concept Quiz @ 50 pts	5%
3 Exams@ 150 pts each	45%
Individual Assignments	30%
Retail Industry Project	20%
Total	100%

Assessments

Activities / Assessments

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This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, readings, research, etc. which will be made available to you by each Monday and close on the date given in your course schedule. In addition to recorded lectures, there will be several interactive discussions scheduled using YouSeeU or Zoom throughout the semester.

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 D2L quiz 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 with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the 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 11:30 pm. That means you must begin by 10:25 pm if you want the entire 65 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 an F in the course. **Proctoring software may be used during one or more exams.** Exam I (CH 1-5) is on Tuesday, September 22; Exam II (CH 6-10) is on Thursday, October 22. The final exam (CH 11-17) is on Tuesday, December 8. Grading is objective, based on terms, concepts and examples in the textbook. **(SLO 1 and SLO 2)**

Assignments (50% of total course grade)

An important part of this course is applying what you have learned to real examples. There will be **three individual assignments** or cases dealing with aspects of how customers and retail businesses respond after COVID-19. **Each assignment is worth 10% of your grade. SLO 3.**

The team project will begin after Exam 2. I will assign teams of 4 or 5 students to investigate how a small retailer can adapt to changing circumstances post COVID-19 to meet customer needs and survive financially). The end result will be a research paper about what you have learned. **This assignment is worth 20% of your grade. The deadline is Tuesday, December 1. SLO 3 and 4**

Assessment Method: Papers 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),

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quality of writing, incorporation of retailing terms and concepts in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for specific grading criteria.

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

The Core Concept Quiz consists of multiple choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz on Tuesday, November 24 or Wednesday, November 25. **SLO 1 and 2**

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

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Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

- 1. Put all deadlines in your planner/calendar/phone. Deadlines are very important in business and I expect you to keep up with them.**
- 2. There is no extra credit.**
- 3. Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
- 4. Login at least every other day during the semester. Check emails daily.**

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as surges in COVID 19 or student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

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Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

ADA Statement

Students with Disabilities-- ADA Statement

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

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal

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Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

Week 1 (August 24 – 30, 2020) Read CH 1: The World of Retailing and view the video lecture.

Week 2 (August 31 - September 6, 2020) Read and CH 2: Types of Retailers and CH 3: Multichannel and Omnichannel Retailing and view video lectures.

Week 3 (September 7 - 13, 2020) Read CH 4: Customer Buying Behavior and view the video lecture. Begin Mystery Shopper assignment, due September 28.

Week 4 (September 14 - 20, 2020) Read CH 5: Retail Market Strategy and CH 6: Financial Strategy and view the video lecture. Study for next Tuesday's exam.

Week 5 (September 21 - 27, 2020) **Exam I (CH 1-6) is on Tuesday, September 22 from 7 am until 11:59 pm.** Read CH 7: Retail Locations and view video lecture. Mystery Shopper assignment is due on **Monday, September 28.**

Week 6 (September 28 – October 4, 2020) **Mystery Shopper assignment due on Monday, September 28.** Read CH 8: Retail Site Location and view video lecture.

Week 7 (October 5 - 11, 2020) Read CH 9: Information Systems and Supply Chain Management and CH 10: Customer Relationship Management and view video lectures. Begin Case assignment, due October 29.

Week 8 (October 12 - 18, 2020) Read CH 11: Managing the Merchandise Planning Process and view video lecture.

Week 9 (October 19 - 25, 2020) Read CH 12: Buying Merchandise and view video lecture. Study for **Exam 2 over CH 7-12, which is on Thursday, October 22.** We will begin the team project after Exam 2 is over. Contact with your assigned team through the Project Discussion board.

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Week 10 (October 26 -November 1, 2020) Read CH 13: Retail Pricing and view video lecture. **Submit Case to Dropbox by Thursday, October 28.**

Week 11 (November 2 - 8, 2020) Read CH 14: Retail Communication Mix and view video lecture. Begin Reflection Paper, due November 23.

Week 12 (November 9 - 15, 2020) Read CH 15: Human Resources and Managing the Store and view video lecture.

Week 13 (November 16 -22, 2020). Read CH 16: Store Layout, Design and Visual Merchandising and view video lecture. Use study guide to prepare for next week's Core Concept Quiz on Tuesday, Nov 24 and Wednesday, November 25th.

Week 14 (November 23 - 29, 2020). Reflection Paper is due on Monday, November 23. **Core Concept Quiz is open from 7 am on Tuesday, November 24 until 11:59 pm on Wednesday, November 25.** Read CH 17: Customer Service and view video lecture. Finish work on Group Retailing Project for next week's deadline.

Week 15 (November 30 – December 6, 2020). **Team projects due Tuesday, December 3 by 11 pm.**

Week 16 (Dec 8, 2020). **Final Exam (CH 13-17) is on Tuesday, Dec 8 from 7 am – 11:59 pm.**

Rubric for MKT 445 Team Projects

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed explanation.	Most elements are covered thoroughly; some are mentioned briefly.	All elements are covered thoroughly and are well elaborated.
Research	Fails to meet 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).	Meets or exceeds minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from	Exceeds expectations for both quantity and quality of sources.

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		a corporate website or blog).	
Incorporates Retail terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to Retailing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies Retailing concepts with a balance of description and analysis; Examples are original and correctly applied.
Writing style	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.	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.	Extremely well-written and edited. Team project is written in one voice. Uses APA style correctly. Grammar and spelling are correct. All research sources are cited correctly.

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