



# MKT / MGT 445.01W RETAIL MANAGEMENT

COURSE SYLLABUS: Fall 2021

## INSTRUCTOR INFORMATION

**Instructor:** Mary Anne Doty, Marketing Instructor

**Office Location:** BA 314 E (using Zoom or telephone for Fall 2021)

**Office Hours:** Online 10-11 am Monday/Wednesday or by appointment

**Office Phone:** 903-886-5692

**Office Fax:** 903-886-5693

**University Email Address:** MaryAnne.Doty@tamuc.edu

**Preferred Form of Communication:** email

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

**YouSeeU Broadcasts:** Mondays at 4 pm Central time (live and recorded for later use)

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.

## 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 is already incorporated into the course website and will be billed along with your course tuition. **The Connect homework is not required for fall 2021.**

*The syllabus/schedule are subject to change.*



## 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:

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

### **SPECIAL NOTE REGARDING TAMUC PANDEMIC RESPONSE**

**“A&M-Commerce has not updated the COVID policy regarding on-campus classes for Fall 2021. This syllabus will be updated when a new policy is announced. Check for a revised syllabus before the first day of class.**

**This is an 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 at times announced.**

## COURSE REQUIREMENTS AND 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

**Exams: (45% of total course grade)**

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Closed book exams cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the D2L quiz tool.

Using your book or notes, or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-6) is on Tuesday, September 28; Exam II (CH 7-12) is on Thursday, October 28. The final exam (CH 13-17) is on Monday, December 13. Grading is objective, based on terms, concepts and examples in the textbook. **Course Objective 1**

### **Individual Assignments (30% 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. Course Objective 3.**

### **Team Assignment (20% of total course grade)**

The team project will begin after Exam 2. I will assign teams of 4 or 5 students to investigate how a 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. Course Objectives 3 and 4**

### **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 23 - Wednesday, November 24. **Course Objective 5**

## **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](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](mailto: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

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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.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to submit an issue via email.

<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. Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
- 3. 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 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>

## 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](mailto: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 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

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<b>Week</b>	<b>Assignment</b>	<b>Assessment</b>
Week 1 – 8/30 to 9/5	CH 1: The World of Retailing	
Week 2 – 9/6 to 9/12	CH 2: Types of Retailers CH 3: Multichannel and Omnichannel Retailers	
Week 3 – 9/13 to 9/19	CH 4: Customer Buying Behavior	Begin Mystery Shopper Assignment
Week 4 – 9/20 to 9/26	CH 5: Retail Market Strategy CH 6: Financial Strategy	
Week 5 – 9/27 to 10/3	CH 7: Retail Locations	<b>Exam 1 (CH 1-6) on Tuesday, September 28</b>
Week 6 – 10/4 to 10/10	CH 8: Retail Site Location	<b>Mystery Shopper Assignment due Monday, October 4</b>
Week 7 – 10/11 to 10/17	CH 9: Information Systems and Supply Chain Management CH 10: CRM	Begin Case
Week 8 – 10/18 to 10/24	CH 11: Merchandise Planning	
Week 9 – 10/25 to 10/31	CH 12: Busying Merchandise Team assignments made	<b>Exam 2 (CH 7-12) on Thursday, October 28</b>
Week 10 – 11/1 to 11/7	CH 13: Retail Pricing	<b>Case due on Thursday, November 4</b>
Week 11 – 11/8 to 11/14	CH 14: Retail Communication Mix	Begin Reflections paper
Week 12 – 11/15 to 11/21	CH 15: Human Resources and Store Management	
Week 13 – 11/22 to 11/28	CH 16: Store Layout, Design and Visual Merchandising	<b>Core Concept quiz on Tuesday, November 23 and Wednesday, November 24</b>
Week 14 – 11/29 to 12/5	CH 17: Customer Service	<b>Reflections Paper due on Tuesday, November 30</b>
Week 15 – 12/6 to 12/12		<b>Team project due Tuesday, December 7</b>
Week 16 – 12/13		<b>Exam 3 (CH 13-17) on Monday, December 13</b>

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