



# MKT / MGT 445.01W RETAIL MANAGEMENT

COURSE SYLLABUS: Fall 2024

## INSTRUCTOR INFORMATION

**Instructor:** Dr. Ruiliang Yan

**Office Location:** Dallas Campus floor 20<sup>th</sup>: 2060

**Office Hours:** Monday: 9:30-11:30AM at Dallas & Wed 11:00-2:00PM (online)

**University Email Address:** Ruiliang.Yan@tamuc.edu

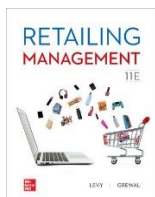
**Office Phone:** 903-886-5692

- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M Commerce account**. I check my e-mail every day frequently, so nothing will be missed from you.

## COURSE INFORMATION

### Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: Retailing Management, 11th Edition (2022) by Levy and Grewal, McGraw Hill Publishing. **The eBook is provided as Inclusive Access for a special price of around \$96**, 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 included and required for fall 2024.**



## 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:

*The syllabus/schedule are subject to change.*

- 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.

## COURSE REQUIREMENTS AND GRADING

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

A = 90%-100%  
 B = 80%-89%  
 C = 70%-79%  
 D = 60%-69%  
 F = 59% or Below

Weights for Assessment	
SmartBook Assignments	180 points
4 Exams@ 100 pts each	400 points
Group Project	100 Points
<b>Total</b>	<b>680 points</b>

### Assessments

#### SmartBook Assignment:

SMARTBOOK. For every chapter in the textbook, **you are required to answer the questions per chapter using SmartBook to get the full points on the assignment.** These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades.

#### Exams:

Complete the exams online by accessing the D2L quiz tool. Exam 1 (CH 1-5) is on week 4; Exam 2 (CH 6-10) is on week 8, Exam 3 (CH 11-14) is on week 12, and Exam 4 (CH 15-18) is on week 15. Grading is objective, based on terms, concepts, and examples in the textbook.

#### Group Project

**Topic: The marketing strategies for online retailing**

Please **watch the following LinkedIn Learning video:** <https://www.linkedin.com/learning/shopify-ecommerce-marketing-strategy/how-to-build-your-shopify-store-for-success?u=79322132> and then work on the group paper's topic "**The marketing strategies for online retailing**". Your company can be any type of company (e.g., Amazon, Walmart, Best Buy, etc.) which exists in the current business market or from your assumption. You need to find the best-match team members by yourselves. Each team can have 1-8 members. If you cannot find any team member, you need to work the team

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project by yourself. **Required at least 12 pages' FULL content with Word size 12 and double-spaced (title page and references are excluded). Please follow the detailed structure exactly (listed in the following table) to write your paper.** One member will submit the group paper (in its entirety) to the Dropbox with all names alphabetically in the paper. **The due date for team paper is December 6, 2024.**

**IMPORTANT:** tunitin.com will be used to check the submitted papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade "A" project, its turnitin must be less than 10%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing. All works must be completed on time. Late works will not be acceptable.**

**Each team member should contribute to the team project equally. If half of your team members complain about your contribution, your grade will be deducted at least 30 points. If you satisfy with your team member performance, no any evaluation is needed.**

### **Paper Structure**

<ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Company overview</li> <li>3) Market opportunity overview</li> </ol>	30 Points
<p>Marketing Mix</p> <ol style="list-style-type: none"> <li>4) Product Strategy</li> <li>5) Pricing strategy</li> <li>6) Promotion &amp; advertising plan</li> <li>7) Place/distribution strategy</li> </ol> <p>Competitive Analysis</p> <ol style="list-style-type: none"> <li>8) 4Ps' comparisons with competitors</li> <li>9) Strengths' comparisons with competitors</li> <li>10) Weaknesses' comparison with competitors</li> </ol>	70 Points

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

Each group has ONE opportunity to ask for my feedback on your paper draft. However, please double-check your grammar and English writing before you send your paper to me and ask my feedback.

### **Group Paper Rubric 2**

30	<p><b>Proficient</b> Utilized appropriate theories and concepts and applied correctly (25-30 points)</p>	<p><b>Needs Improvement</b> Minor errors in utilization of theories and concepts with limited application. (15-24 points)</p>	<p><b>Unacceptable</b> Did not utilize or apply theories or concepts correctly (0-5 points)</p>
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30	Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (15-24 points)	Did not address the key requirements and/or questions of the assignment (0-5 points)
20	All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication and other group challenges. (15-20 points)	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance group work with limited success in overcoming communication and other group challenges. (10-14 points)	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and failed to overcome communication and other group challenges. (0-5 points)
20	No errors in structure, sentences, spelling, grammar, or APA formatting (20 points)	Minor errors in structure, sentences, spelling, grammar, or APA formatting (6-10 points)	Major errors in structure, sentences, spelling, grammar, or APA formatting (0-5 points)
100	100 - 90	89 - 70	69 - 50

## 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 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 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>

### 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>

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## **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.

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