



MKT / MGT 445.01W RETAIL MANAGEMENT

COURSE SYLLABUS: Fall 2025

INSTRUCTOR INFORMATION

Instructor: Dr. Ruiliang Yan

Office Location: Dallas Campus floor 20th: 2060

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

University Email Address: Ruiliang.Yan@etamu.edu

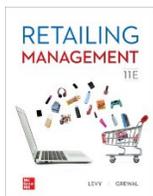
Office Phone: 903-886-5692

- **E-mail:** Students must routinely check e-mail sent to his or her **university 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 2025.**



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
Total	
580 points	

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.

COURSE SCHEDULE

Week 1

- Please read syllabus very carefully
- Read chapters 1-2

Week 2

- Please read chapter 3

The syllabus/schedule are subject to change.

Week 3

- Please read chapters 1-3 again

Week 4

- **Exam I (CH 1-3); Deadline is Sunday at 11:30pm**

Week 5

- Please read chapters 4-5

Week 6

- Please read chapter 6

Week 7

- Please read chapters 4-6 again

Week 8

- **Exam II (CH 4-6); Deadline is Sunday at 11:30pm**

Week 9

- Please read chapters 7-8

Week 10

- Please read chapter 9

Week 11

- Please read chapters 7-9 again

Week 12

- **Exam III (CH 7-9); Deadline is Sunday at 11:30pm**

Week 13

- Please read chapters 10-11

Week 14

- Please read chapter 12

Week 15

- **Exam IV (CH 10-12); Deadline is Sunday at 11:30pm**

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University 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.

The syllabus/schedule are subject to change.

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.

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>

The syllabus/schedule are subject to change.

Academic Integrity

Students at East Texas A&M University 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

East Texas A&M University

Gea 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

East Texas A&M University 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 East Texas A&M University 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.

The syllabus/schedule are subject to change.