

Sul Ross State University
Department of Business Administration

Retailing Management - Online

MKT 4371:SW01
Summer II 2015
Section 1: Web Based

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Course Description:

The place of retailing in the economy: topics include developments in the present retail structure, functions performed, principles governing effective operations, policies and practices and managerial problems.

Prerequisite:

Junior Standing and *MKT 3370*

Course Material(s):

Dunne et al.; **Retailing**: 7th ed., Cengage, 2011. ISBN: 978-1-4390-4081-2

Course Objectives:

Enhanced understanding of pertinent areas of retailing, their functions, objectives, and interrelationships

An appreciation of the complex and dynamic nature of the retailing environment and the changing nature of retailing due to emerging technologies

Development of an expanded vocabulary of retailing terminology

Enhanced understanding of how retailers develop strategies to sustain growth and competitive advantage(s)

Further understanding of the many challenges and opportunities facing today's retailer

In sum, a fundamental and practical working knowledge of Retailing as an aid in further study and vocational pursuits

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Engagement/Responsiveness	10%	(100)
Discussion Forum(s) – Ind.	10%	(100)
Chapter Questions - Group	30%	(300)
Short Cases – Individual	10%	(100)
Retail Problems – Group	15%	(150)
Final Exam - Individual	<u>25%</u>	<u>(250)</u>
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

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

Engagement/Responsiveness:

The purpose of this graded course component is solely a function of the fact that this is an online course. As such, it is critically important that you are “engaged!” That is, that you are active in the course; responsive in submitting work; timely in responding to various requests I may have and so forth. This is intentionally a small percentage but an important component nonetheless. **In short, I want to try and ensure that each of you is “on top” of course components and that the course takes on a high priority in your life for the next several weeks.**

Discussion Forums:

This class is conducted on an online basis which changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. **Online classes require much higher levels of discipline and self-motivation than do in-class offerings.** Therefore, active participation and class contribution are mandatory and deviations from this can only reflect negatively on your performance. If you are not prepared, catch up and don't let it become habitual. One or two instances of less than active participation and/or discussion will be overlooked but repeated instances of this will not enable you to meet the course objectives. Discussion forum (DF) topics will be announced but you may not know the topic until just before the forum begins.

Discussion forums are a valuable and integral part of the course. You are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your **thoughtful contributions** are more compelling than your frequency of input!! Also, remember that it is **easy to stay up with course progress but more difficult to catch up** once one falls behind. Finally, if you have difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you let me know!!

Remember that 10% is a large part of your grade.

Chapter Discussion Questions - Group:

At the end of each chapter, there are various discussion questions which provide an opportunity to link chapter content to specific situations much as a manager might do. Thus, these are appropriate for an online course in retailing. When responding to these, make sure you answer the question as you think a working manager would answer rather than what you think I might be after or how I might be leaning. And, I do like to see practicality and thoughtfulness revealed in your responses. I will break these up into groups of questions and will make all question groups available if you wish to work hard and get ahead. These will be available in the first few days of class. We will have 2 sets of these at 150 points each.

Please submit these in the same manner as you submit the case assignments (see next). And, please take care to include only those questions in that particular discussion question group. Otherwise, this will become very confusing very quickly! Finally, your responses to these questions should not need to be supplemented with outside inquiries except in a very few instances. In short, most of your responses should flow from what you have learned from reading the chapter and the other elements of the class.

Question groups should be single spaced. Length will be dependent on the number of questions assigned and the depth of your answer. In-depth and accurate substance wins out over length!! In fact, I will not put a ***minimum page limit*** on these but may place a maximum limit!! Any question group with excessive mechanical errors (misspellings, typos, etc.) will be penalized. These will be evaluated on the thoroughness of your response. For questions, see the last page of this syllabus or the Blackboard tab for Assignments. ***These must be submitted as a group assignment with no more than three and no fewer than two persons per group. All work must be in your own words (not Googled or paraphrased from the text)!!***

Short Cases:

You will be required to write two (2) short case assessments (case-lets). These are practical vehicles for tying things together. Although a detailed description of length, format, due date, and other specifics is not necessary at this time, it is important that you work hard on these assignments and submit professional work. This is *an individual assignment (not a group case)*. But, you are encouraged to work with others to gain a broader perspective. The following guidelines will help you in preparing these "case-lets" and should be followed closely.

Cases should be single spaced and submitted via the assignment tool on BB. You may also write your case in the box provided and just attach a word doc. Length should fall somewhere around 1 to 2 pages. Cases with excessive mechanical errors (misspellings, typos, etc.) will be penalized. Cases will be evaluated on thoroughness, creativeness and overall perspicuity revealed in your assessment. This includes such elements as the quality of organization, writing and clarity. Most importantly, did you answer the question(s) and all that was implied by it?

Retail Problems:

This assignment will involve answering several different types of problems a retailer faces when operating the "back office" part of the business. ***This will also be a group project based on the old adage – two (or three) heads are better than one.*** This assignment is similar but focused more exclusively on addressing more quantitative issues in retailing management.

Final Exam:

The format for the final exam in this course will be comprised of "objective type" questions. The objective type questions will be multiple choice questions exclusively. The exam will be a timed exam administered via BB.

The final exam will cover the entire course and you will be responsible for all course content on the final. However, I will supply a review sheet which will enable you to focus more specifically on areas which will be emphasized on the final. In other words, any topic will be 'fair game' on the final exam but your study will be enabled by way of the review material.

Note: Make-up exams are not allowed in my online courses

Final Points

Please read the following statements carefully:

This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand any part of it, or most important, not agree with some component contained in it, please let me know and I will try to help fix the issue. Make sure to modify the tentative schedule as necessary.

Also, university policy allows for students who exceed the prescribed number of non-excused absences to be dropped from the course (at the discretion of the instructor). Note: even in an online course, I can determine if someone is not involved!!

Students with Disabilities - Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University, should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 or call 432.837.8203

Other:

Please turn in assignments on time

Do NOT email assignments

Do NOT use the BB drop box or other like devices

You may write your assignments directly in the assignment submission area or include a word document or both (both is what I prefer)

Please do NOT submit documents in formats other than word.doc or excel... (if needed)

When submitting group work, only one person per group needs to submit. But all group members must be identified so everyone receives credit.

You will note that we will NOT cover every chapter – only those I feel are the most critical to a solid foundation in retailing management. But, I sure hope you read everything!!

Tentative Course Outline

The assignments will be (in part) a function of class progress – some things will be etched in stone while others will not be as firm. We will firm this up as class progresses!! You will note that some items are already listed as to week when due – the actual and specific content will be available as deemed appropriate.

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
July 06	TBA Teams formed by 7-12-2015	See Blackboard
13	TBA Forum #1	See Blackboard
20	TBA Case #1 Chapter Question Group #1	See Blackboard
27	TBA Forum #2	See Blackboard
Aug. 03	TBA Case #2 Chapter Question Group #2	See Blackboard
10	TBA –	

Retail Problems Due Monday 8-10-2015

Final Exam – Thursday August 13th!!