

*Sul Ross State University*  
*Department of Business Administration*

**Retailing Management - Online**

MKT 4371  
Summer I 2017  
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):**

Levy et al.; **Retailing Management: 9<sup>th</sup> ed.**, McGraw, 2014. ISBN: 978-00-775-12408  
Includes CONNECT access and E-Book.

**Student Learning Outcomes:**

- SLO1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

**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)
CONNECT – Learn-Smart	20%	(200)
CONNECT – Other Assignments	15%	(150)
Discussion Forum(s) – Ind.	10%	(100)
Chapter Questions – Group	20%	(200)
Short Cases – Individual	15%	(150)
Final Exam - Individual	<u>10%</u>	<u>(100)</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.**

**Learn-Smart on CONNECT:**

There are actually two Learning Management Systems (LMS) in this course – CONNECT (C) & Black-Board (BB). There are some assets with C which are valuable learning aids. One is *Learn-Smart*. At first glance, some think “big deal,” but after doing the work, it becomes clear that the Learn-Smart approach helps with both focus and time management (two valuable assets in summer school). **We will not cover every chapter but you should note two things.** To receive credit for the particular chapter, it (the assignment) must be completed before the end date. Second, as there will be plenty of time to do the reading, no extensions will be granted excepting very unusual circumstances. By the way, BB does not offer anything close to this type of learning asset which is part of the reason for the use of two LMS. Plus, as there is considerable material to cover, C is an effective way to assist. There are also things associated with BB that help with the online format of the course. Most of the C assignments will be individually based which is another reason it (C) is useful. **C Assignments will not be linked to BB as to grading.** So, the points on C do not really matter as percentages will be computed from C and uploaded to BB.

**CONNECT Other Assignments:**

There are other assets with CONNECT which also are valuable learning aids. One, which is easily administered and applied is the quiz component based on individual chapter content. Variations on this are some homework modules which are also important. As there is variation as to chapter importance, assignment numbers and emphasis will reflect such variation. Thus, both LMS systems are useful tools. Once again, assignments will be announced in advance and as noted above, the assignments must be

submitted on time or a late deduction will be applied. The deduction will not be excessive but enough to underscore the importance of meeting deadlines in graduate school. Most, if not all of the assignments will be assigned and due within a relatively short window (time span). The quizzes and/or homework assigned (unless noted otherwise) are intended to be completed on an individual basis and should be completed entirely on such basis. As we get started, do not hesitate to ask if something does not make sense to you or you notice I made a mistake on an assignment date, for example. There are lots of moving pieces to these type courses and I encourage your input.

### **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 1 set of these at 200 points. ***Please submit these in the same manner as you submit the case assignments (see next).***

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?

**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 not agree with some component contained in it, please let me know. Finally, modify the schedule as needed.*

**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 (915) 837-8203.*

**Distance Education Statement:** *Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. As noted below, we will be using both CONNECT (which includes an E-Book) and Black-Board. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.*

**Other:**

*My personal position on dishonesty is as follows: if I suspect that there is even a hint or any probability (greater than 0.0), that anyone in the course is violating the policy on academic honesty (plagiarism, copying without appropriate credit, using the work of other students - even with their permission, cheating) I will take the following steps. I will take every means possible to ensure that such individual does not pass the class; and I will apprise the Head of Student Affairs; College Dean; Provost and others in an attempt to have the individual dropped from the BBA program. If this is not clear, let me know and I will be happy to clarify my position. Very simply, this is college and should be approached as such. That is, you get out of college, in large part, based on what you put into it. That is what I think is the college "mindset." Finally, do not take this personally – this is only to make certain that my position is clear and there is no confusion as to what it is!*

## Tentative Course Outline

**The assignments will be (in part) a function of class progress. 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>
May 29	Getting Started – Non Graded Learn-Smart Assignment	TBA
June 05	Discussion Forum – Learn-Smart Case #1	TBA
12	Learn-Smart Assignment	TBA
19	Discussion Forum Learn-Smart – Assignment – Case 2	TBA
26	Chapter Discussion Set (group) - Due	TBA
July 03	<b><i>Final Exam</i></b> – Saturday – Monday <b><i>June 1-3</i></b>	

\* Each of the dates is a Monday – this just shows what is likely to be due for the entire week

### **Other:**

*Please turn in assignments on time*

*Do NOT email assignments and/or 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. **But, I sure hope you read everything!***