

**Retailing Management - Online
MKT 4371:W01
Web Delivered
Summer I, 2019**

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| Course Instructor | Linda McAnally |
| Office | BAB 308 |
| Office Telephone | (432) 837-8073/8066 |
| Fax | (432) 837-8003 |
| Electronic Mail | lindam@sulross.edu |
| Office Hours | TBA |

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 or instructor's permission.

Required Course Materials:

Levy et al.; **Retailing Management: 10th ed.** McGraw-Hill, 2019. ISBN: 9781260165531 includes CONNECT access and E-Book.

Student Learning Outcomes (SLO):

- SLO 1 Students will be able to analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Students will be able to communicate about contemporary business related topics
- SLO 3 Students will be able to comprehend the impact of ethical and social responsibility 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

Required Supplies and Resources

- Blackboard 9 Academic Suite – login using your Sul Ross email username and password. If you have trouble, use the Help Desk 432-837-8888 or toll free at 1-888-837-2882
- Internet access; high-speed rather than dial up. If you use dialup it will be slower and you may not be able to complete all of the assignments
- Microsoft Office 2010 or higher (Please do not use Microsoft Works)

Distance learning (Online) Absences Statement (Non-Participation Statement)

Policies in effect for on-campus, traditional classroom instruction courses also apply to students enrolled in distance education courses, including Web-based and ITV courses. The University allows a maximum of 20% absences in a course before an instructor may drop a student for excessive absences. In Web courses, this policy is interpreted as not participating for more than 3 weeks in a long semester, 1 week in a summer session, or 3 days in the midwinter session. Any student dropped for non-participation will receive an F in the course dropped. Inactivity may include the following:

- not logging on to the course
- not submitting assignments
- not participating in scheduled activities
- not communicating with the instructor by phone or email, and/or
- not following the instructor's participation guidelines stated in the syllabus

Blackboard statistics track the logins made and document the sections of the course accessed. These statistics will be used by your professor as a factor in documenting your participation in the course.

Online Assessment includes the administration of exams. The exams will be scheduled during an established date and timeframe. You will be expected to schedule the taking of your exam during this timeframe. Avoid waiting to the last minute to reduce stress on your part to “beat the clock” and reduces the risk of technical problems that often occur at the last minute.

If difficulties are encountered while taking an exam, notify your professor by email right away. Your professor will determine if the circumstances warrant a “reset.” Blackboard statistics track the logins made and documents the sections of the course accessed. These statistics will be used by your professor as a factor in documenting your participation in the course.

Course Grading

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| Engagement/Responsiveness | 10% |
| CONNECT – Learn Smart | 20% |
| CONNECT – Assignments (quizzes, cases, etc) | 30% |
| Exams | 40% |
| Total Points | 100% |

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.

Academic Honesty:

The following is copied from the Student Handbook and will be adhered to:

The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials. "Cheating" includes:

1. Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs, or allowing another student to copy from same.
2. Using, during a test, materials not authorized by the person giving the test.
3. Collaborating, without authorization, with another person during an examination or in preparing academic work.
4. Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of a non-administered test.
5. Substituting for another student; permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
6. Bribing another person to obtain a non-administered test or information about a non-administered test.
7. Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of a rough and/or final version of an assignment by a professional typist.
8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea in one's own written work offered for credit.
9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.
10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.
11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.
12. "Falsification of Data" means the representation, claim, or use of research, data, statistics, records, files, results, or information that is falsified, fabricated, fraudulently altered, or otherwise misappropriated or misrepresented.

SRSU Disability Services:

ADA (Americans with Disabilities Act) Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartze-Grisham, M. Ed., LPC., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas. Telephone: 432-837-8691. E-mail: mschwartz@sulross.edu .

| Date | Connect Assignment | Due Date |
|-----------------|--|-----------------|
| May 29 | Chapter 1: Introduction to the World of Retailing | June 9 |
| | Chapter 2: Types of Retailing | June 9 |
| | Chapter 3: Multichannel and Omnichannel Retailing | June 9 |
| June 3 | Chapter 4: Customer Buying Behavior | June 9 |
| | Chapter 5: Retail Marketing Strategy | June 9 |
| June 10 | Chapter 6: Financial Strategy | June 16 |
| | Chapter 7: Retail Locations | June 16 |
| | Exam 1 (Chapters 1, 2, 3, 4, and 5) | |
| June 17 | Chapter 11: Managing the Merchandising Planning Process | June 23 |
| | Chapter 12: Buying Merchandise | June 23 |
| June 24 | Chapter 13: Retail Pricing | July 1 |
| | Chapter 14: Retail Communication Mix | July 1 |
| July 1-3 | All assignments must be completed | July 3 |
| July 4 | Holiday | |
| July 5 | Final Exam (Chapters 6, 7, 11, 12, 13 and 14) | July 5 |