

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MKT 4371
RETAILING MANAGEMENT
SPRING 2024
TTH 9:30-10:45 BAB 317**

INSTRUCTOR: Clark Nussbaum
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Times by Appointment
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COURSE DESCRIPTION: Principles and methods of modern retailing. Designed to aid students seeking a general knowledge of the retail field as well as those specializing in marketing.

PROGRAM LEARNING OUTCOMES:

- **Marketable Skill 1:** Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.
- **Marketable Skill 2:** Students will have the ability to use research and analysis to make informed decisions.
- **Marketable Skill 3:** Students will have the ability to write business letters, emails, resumes and reports
- **Marketable Skill 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.

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 understand the impact of ethical and social responsibility issues in business

TEXT: Retailing Management(10th ed) Levy, Weitz and Grewal
McGraw-Hill Publishers
ISBN: 9781260165531

GRADE: The grade for this course will be:

Attendance	150
4 Case Studies	200
Paper	100
3 Exams	300
FINAL EXAM	<u>100</u>
	850

No make-up exams or extra credit will be given.

ATTENDANCE: The attendance policy as outlined in the Sul Ross catalog will be followed. Excessive absences could cause a student to be dropped with an “F”.

ACADEMIC HONESTY: You are expected to do your own work on any assignment and test. If a student is caught cheating, a grade of zero will be assigned to that work.

INSTRUCTOR EXPECTATIONS: You are expected to approach this class in a professional manner. This means coming to class regularly, on time and prepared to participate. Your primary goal as a student is to obtain an education and acquire certain skills to enable you to be productive and competitive in your chosen field. Do not waste your time, your classmates time, or my time by not giving 100% of your efforts.

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student’s responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartz Grisham, LPC, SRSU’s Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez, at 830-758-5006 or email alejandra.valdez@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

SRSU Library Services

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library’s website, library.sulross.edu. Off-campus access requires your LobID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

ACADEMIC GRIEVANCE PROCEDURE: Should you have a problem or concern, it is important that you follow the chain-of-command in addressing your problem. The chain-of-command, in order of who you would see first, is as follows: (1) Instructor (2) Chair (3) Dean of Professional Studies (4) Provost and Vice-President of Academic Affairs and (5) President.

PAPER—THE PAPER SHOULD BE 3-8 PAGES IN LENGTH; LIMITED TO 10. YOU MAY WRITE ABOUT A CURRENT BUSINESS, A HISTORICAL OR AN IDEA/PLAN.

COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

MKT 4371			
RETAILING MANAGEMENT			
CHAPTER ASSIGNMENTS			
DATES	Chapter	Topic	Case Studies
1/18		Introduction	
1/23	1	INTRODUCTION TO THE WORLD OF RETAILING	
1/25	1		
1/30	2	TYPES OF RETAILING	
2/1	2		
2/6	3	MULTICHANNEL & OMNICHANNEL RETAILING	
2/8	3		
2/13	4	CUSTOMER BUYING BEHAVIOR	
2/15	4		
2/20		EXAM 1 PART 1	
2/22	5	RETAIL MARKET STRATEGY	CASE STUDY 1
2/27	5		2/28
2/29	6	FINANCIAL STRATEGY	CASE STUDY 2
3/5	7	RETAIL LOCATIONS	3/9
3/7	8	RETAIL SITE LOCATION	
3/11-3/15		SPRING BREAK	
3/19	9	INFORMATION SYSTEMS & SUPPLY CHAIN MANAGEMENT	
			CAST STUDY 16
			3/23
3/21	10	CUSTOMER RELATIONSHIP MANAGEMENT	

3/26	10		
3/28		EXAM 2 PART 2	
4/2	11	MANAGING THE MERCHANDISE PLANNING PROCESS	
4/4	12	BUYING MERCHANDISE	
4/9	13	RETAIL PRICING	CASE STUDY 22
			4/13
4/12		LAST DAY TO DROP WITH A "W"	
4/11	14	RETAIL COMMUNICATION MIX	
4/16	14		
4/18		EXAM 3 – PART 3	
4/23	15	HUMAN RESOURCES AND MANAGING THE STORE	PAPER
			4/30
4/25	16	STORE LAYOUT, DESIGN, AND VISUAL MERCHANDISING	
4/30	17	CUSTOMER SERVICE	
TBA		FINAL EXAM -- PART 4	
5/10		Spring Commencement	

