

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MKT 4371
RETAILING MANAGEMENT
SPRING 2025
ONLINE**

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(11th ed) Levy, Weitz and Grewal
McGraw-Hill Publishers
ISBN: 9781265279751

GRADE: The grade for this course will be:

Discussion Questions	150
5 Case Studies	250
Paper	100
3 Exams	300
FINAL EXAM	<u>100</u>
	900

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 Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person’s work as one’s own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources *unless permission is expressly given* for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

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 Schwartze 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. 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 LoboID 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).

Required Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, 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 a secure login. 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. Directions for filing a student complaint are located in the student handbook.

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.

REPORT—THE REPORT SHOULD NOT BE MORE THAN 5 PAGES IN LENGTH. YOU MAY WRITE ABOUT A CURRENT BUSINESS 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
1/16		Introduction	
1/21	1	INTRODUCTION TO THE WORLD OF RETAILING	DQ #2 PG 28
1/23	1		
1/28	2	TYPES OF RETAILING	DQ #2 PG 64
1/30	2		
2/4	3	DIGITAL RETAILING DQ #3 PG 103	CASE STUDY 1
2/6		COMPLETE CASE STUDY 1	2/6
			PAGE 540
2/11	4	MULTICHANNEL & OMNICHANNEL RETAILING	DQ #3 PG 124
2/13	4		
2/18	5	CONSUMER BEHAVIOR	DQ #4 PG 153
			CASE STUDY 4
2/20		EXAM 1 PART 1	2/26
			PAGE 543
2/25	6	RETAIL MARKET STRATEGY DQ #8 PG 191	CASE STUDY 5
2/27	7	FINANCIAL STRATEGY DQ #6 PG 218	3/6
			PAGE 545
3/4	8	RETAIL LOCATIONS DQ #2 PG 240	
3/6	9	RETAIL SITE LOCATIONS	CASE STUDY 11
			3/11
			PAGE 553
3/11	10	INFORMATION SYSTEMS & SUPPLY CHAIN MANAGEMENT	DQ #6 PG 290
3/17-3/21		SPRING BREAK	
3/13	10		

3/25	11	CUSTOMER RELATIONSHIP MANAGEMENT DQ #10 PG 310	CASE STUDY 25
3/27		EXAM 2 PART 2	3/25 PAGE 575
4/1	12	MANAGING THE MERCHANDISE PLANNING PROCESS	
4/3	13	BUYING MERCHANDISE	
4/4		LAST DAY TO DROP WITH A "W"	
4/8	14	RETAIL PRICING	
4/10	15	RETAIL COMMUNICATION MIX	
4/15		EXAM 3 PART 3	REPORT 4/18
4/17	16	HUMAN RESOURCES & MANAGING THE STORE	
4/22	17	STORE LAYOUT, DESIGN, AND VISUAL MERCHANDISING	
4/24	18	CUSTOMER SERVICE	
4/29		FINAL EXAM -- PART 4	
5/9		Spring Commencement	