

MKT 330 Principles of Retailing

Level: Undergraduate

Location: Online

Semester:

Days/Time: MTWRF

Instructor:

Email:

Office Phone:

Office:

Home email:

Office Hours:

Blackboard will be used to share information and documents.

Course Text and Materials: Retailing Management, 9th Edition, by Levy and Weitz, McGraw-Hill Irwin, 2014.

Course Objectives:

1. Analyze the growing diversity of retail formats.
 2. Examine opportunities and challenges that retailers face when interacting with customers through multiple channels.
 3. Determine how consumers select a retailer when purchasing merchandise.
 4. Investigate successful international retailing strategies used to enter new markets and build a sustainable competitive advantage.
 5. Understand consumer motivations, shopping behaviors, and decision processes for evaluating retail offering and purchasing merchandise and services.
 6. Explain the traditional bases for segmentation and how segmentation can inform retail strategy
 7. Identify how retailers communicate with their customers.
 8. Analyze tactics (pricing, merchandise assortment, store management, visual merchandising, customer service) for extracting profit from a retail offering
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Class Policies:

In the discussion question postings or any other posting there will be no tolerance for obscene language, name calling, or other disrespectful activity. Professional behavior is expected at all times.

Attendance:

Although we do not have a physical classroom or specific meeting times, students are required to access the course on Blackboard weekly. You control the frequency of access; however, I suggest you check it often so you do not get behind. Discussion question postings and other assignments are required to be completed by the date indicated. Late submission will be penalized.

Participation:

Students must participate in the class activities. Participation involves responding to the discussion questions, reading discussion question responses of other students, asking questions, and turning in all assignments.

Exams:

There will be three exams, see course schedule and Blackboard for the dates. The three exams are online.

Exam 1 will cover chapters 1 through 4.

Exam 2 will cover chapters 5, 7, 8, and 11.

Exam 3 (Final exam) will cover chapters 12, 15, 16, 17, 18, and 19.

Study guides for each exam are posted on Blackboard.

Students are expected to take the examinations as scheduled. The examination dates can be determined from the schedule at the end of this syllabus. A make-up examination will be given only if the instructor is NOTIFIED IN ADVANCE, and if the instructor determines that a makeup examination is warranted. No early examinations will be given.

Projects:

There are three papers required for this course. They are related and are a case assignment. In the first paper you will select a publicly held company and prepare a report on its history, etc. The two remaining papers will build upon the first paper.

Paper 1 = Chapter 1, Get Out and Do It section, question 1, p. 30

Paper 2 = Chapter 5, Get Out and Do It section, question 1, p. 152

Paper 3 = Chapter 16, Get Out and Do It section, question 1, p. 479

Grading: Rubric showing the criteria for grading is posted on Blackboard.

Format: The format requirements for the papers are posted on Blackboard.

Discussion Questions:

There are 36 discussion questions, but don't panic, you are not required to answer all of them. I will assign questions to individual students. The number of questions you will answer over the course is 17. You will provide the original response to eight of those questions throughout the course. For the additional eight you will respond to what another student wrote, providing your analysis and opinion. The 17th question is discussion question number 34 in the matrix but it is

also Get Out and Do IT Question 1 on page 496. Please go to page 511 of Chapter 17. All students will answer this question. The purpose behind this approach is to ensure as much exposure to the material as possible while maintaining a sustainable workload. (If you do not see your name posted for a certain question, just choose a question to answer and let me know so I can get it fixed. That way you do not miss a question or a deadline for that week.) **You should read all the student responses since they will cover testable material.**

Grading: Rubric showing the criteria for grading is posted on Blackboard.

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| Grading Information: | |
| Paper #1 | 100 points |
| Paper # 2 | 100 points |
| Paper # 3 | 100 points |
| Exam # 1 (online) | 80 points |
| Exam # 2 (online) | 80 points |
| Exam # 3 (online) | 140 points |
| Discussion Questions (<i>see explanation above</i>) | 320 points (20 points each) |
| Discussion Question # 34, pg 511, Chap 17 | 80 points |
| TOTAL POINTS | 1000 POINTS |

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| 940 points for an | A | 94% |
| 900 points for an | A- | 90% |
| 860 points for a | B+ | 86% |
| 840 points for a | B | 84% |
| 800 points for a | B- | 80% |
| 760 points for a | C+ | 76% |
| 740 points for a | C | 74% |
| 700 points for a | C- | 70% |
| 600 points for a | D | 60% |
| Below 600 points for an | F | Below 60% |

Academic Honesty:

The statement of academic honesty as presented in the college catalog will be strictly enforced. The submission of reports prepared by others, downloaded from the Internet, copied from company sources, etc. without complete authorization, citation, and attribution will constitute plagiarism and will result in penalties. In other words, all work submitted for a grade is expected to be the result of your own work, except where you are specifically permitted to work together (as on homework or group projects). On all other work where cooperation or reference works are not allowed, you must rely on only what you yourself have learned and can apply. Ethical behavior is the cornerstone of business success.

One penalty for plagiarism will be loss of credit ranging from 50 to 100% of the credit of the written assignment. The amount of the loss will depend on the extent of the plagiarism, as judged by the instructor. Secondly, examples of plagiarism will be submitted to the Dean of the College; where a database of such information is kept. Further instances of plagiarism by an individual may trigger college-level disciplinary actions.

The Internet may be searched as part of the effort to identify plagiarism.

Hi Everyone.

Please follow the dates posted in the syllabus located under 'Syllabus" on the left side of the Course in purple. An easy way to get started is to watch the orientation by Dr. Rick Bonsall, review the documents under Course Documents and go to the discussion questions and answer the one you are to answer according to the matrix located under Course Documents. Be sure to post a response to another student according to your student number and matrix. (A) is for answer and (R) is for response. If for some reason, your name is not listed on the matrix, you may choose to answer any question for the week and post to it- See Calendar Below: Thank you- Dr Dot

| Week | Start Date | Activities | Assignments are listed in the actual modules on Blackboard and consist of Discussion Board Questions and written papers. |
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| 1 | Due Dates | <u>Module 1:</u> Introduction to MKT 330 Chapter 1: Introduction to the World of Retailing Chapter 2: Types of Retailers | |

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| 2 | | <u>Module 2:</u> Chapter 3: Multichannel Retailing Chapter 4: Customer Buying Behavior | Reminder: Paper # 1 is due by 11 PM, |
| 3 | | <u>Module 3:</u> Chapter 5: Retail Market Strategy Chapter 7: Retail Locations | Exam 1, available Friday and due Sunday evening at 10:00 PM. |
| 4 | | <u>Module 4:</u> Chapter 8: Retail Site Location Chapter 11: Customer Relationship Management | Reminder: Paper # 2 is due by 11 PM, |
| 5 | | <u>Module 5:</u> Chapter 12: Managing Merchandise Assortments Chapter 14: Retail Pricing | All Work Will Be Due Saturday Exam 2, available Friday, and due on Sunday, at 10:00 PM |
| 6 | | <u>Module 6:</u> Chapter 15: Retail Communication Mix Chapter 16: Managing the Store | All Work for the week will be due Saturday |
| 7 | | <u>Module 7:</u> Chapter 17: Store Layout, Design, and Visual Merchandising | All Work for the week will be due Saturday Paper # 3 is due by 11 PM, Monday Discussion question 34 (chapter 17, page 496) is due Friday,. |
| 8 | | <u>Module 8:</u> Chapter 18: Customer Service | All Work Will Be Due Sat, Discussion question 34 (chapter 18) is due Thursday. Final exam open Friday and exam due Sat |

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