

# *North Carolina Wesleyan College*

## **MKT 319** **Retailing-OL**

**March 2 (Monday) – April 22 (Wed), 2020**



*"The secret of successful retailing is to give your customers what they want. And really, if you think about it from your point of view as a customer, you want everything."*

*Sam Walton*

**Dr. Bob Everton**  
**Associate Professor of Marketing**  
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# MKT 319 OL Retailing Syllabus

**Welcome to Retailing.** Please take the time to read and study the following information, it will probably answer many of the questions you may have about the course. It is the student's obligation to read, understand, and abide by the policies outlined in this syllabus. I encourage you to contact me any time if you have questions or concerns about any aspect of this course. The best way to reach me is via Email: [reeverton@ncwc.edu](mailto:reeverton@ncwc.edu). I will usually respond within the same day.

## **CATALOG DESCRIPTION:**

An introduction to the field of retailing including retail stores, merchandising, operations, store location and layout, internal organization, buying, personnel management, inventory control and sales promotion. 3 Semester Hours

## **PREREQUISITE:**

MKT 205

## **COURSE OVERVIEW:**

Retailing is constantly evolving and there is increased competition for consumers, employees, products, and resources. The course will uncover issues that are faced by individuals at all levels of a retail organization. This approach empowers the student to engage in a well-rounded discussion on the retail industry today.

## **COURSE OBJECTIVES:**

Successful completion of this course will enable students to:

1. Demonstrate an understanding of the purpose of retailing and its relationship to marketing
2. Identify careers and opportunities in retailing
3. Identify various forms of retailing
4. Demonstrate basic merchandising techniques
5. Identify the role of the sales supporting function
6. Define the responsibilities of the retail operations functions
7. Demonstrate basic decision-making skills in retailing, and
8. **Learning the responsibility of cooperating and working to complete a project for the duration of the semester.**

## **REQUIRED TEXTBOOK:**

Dunne, Patrick M., Lush, Robert F. and James R. Carver (2014). *Retailing*, 8th Ed., Cengage Learning. **Chapter 1 & 2 will be covered during Week 1. Handouts will be posted throughout the session as needed.**

## **Late Assignment Policy:**

No late assignments will be accepted without extreme circumstances. Extreme circumstances include major illness requiring hospital admission or death in the immediate family. Late registration, computer crashes, Internet connection failures, work commitments, and family vacations do not constitute emergencies and extensions **WILL NOT** be granted in these instances. In addition, assignments not submitted because the student did not check the course site, their email, or the announcements in <https://my.ncwc.edu/ics> will not be accepted! It is the student's responsibility to check these. **ALL ASSIGNMENTS MUST BE COMPLETED BY THE DUE DATE SHOWN IN THE SYLLABUS and in the COURSE PLATFORM AT: MY.NCWC.EDU.**

### **Attendance Policy:**

Attendance is measured through participation in the discussions and submission of assignments. **Students who do not submit their assignments, participate in the weekly discussions or fail to log into <https://my.ncwc.edu/ics> during a 7 day time frame may be administratively withdrawn from the course.** Students will not be notified before being dropped. Students need to log into the class site at a minimum of every other day. Mass submission of assignments at the end of the term will not be accepted nor graded. **NO EXCEPTIONS** to this policy. **ADMINISTRATION REQUIRES ATTENDANCE TO BE TAKEN EACH WEEK.**

### **Accommodation for Students with Disabilities:**

North Carolina Wesleyan College seeks to fully comply with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a covered disability must go to the Coordinator of Disability Services located in the Student Success Center, PCB 192A to verify the disability before any accommodations can occur.

### **Academic Support Services**

Academic Support Services is here to serve the NC Wesleyan student and to provide all possible means to assure success in their studies. We are located in the Student Success Center, Pearsall Classroom Building (PCB) 192. If you have any questions or need additional information refer to: <http://ncwc.edu/bishop-life/resources/student-success-center/academic-support-services/>

### **Referencing:**

**All material and information used by you in all assignments must be referenced!** There are no exceptions. Material and information not properly referenced will not be accepted under any conditions!

### **APA Citation Policy and Reference Materials**

The Business Division citation policy is that *all students should use the American Psychological Association (APA) citation style for all assignments and projects. Please use the APA reference materials from the NCWC Library website:* <http://ncwc.libguides.com/writingandciting>

### **Plagiarism and Cheating:**

The College policy on plagiarism and cheating will be followed. The definitions can be found in the NCWC Catalog and is as follows:

"The College and faculty guarantee the integrity of the academic process. Since cheating and plagiarism are threats to this integrity, all members of the College community must work together to prevent their occurrence. The instructor in any course assumes the responsibility for fair evaluation of academic progress, and is obligated to explain at the beginning of each course how the College's policy on cheating and plagiarism applies to that particular course. Students are expected to perform honestly and to work in every way possible to eliminate cheating by any member of a class.

Definitions: "Cheating" means the giving or receiving of information illicitly with intent to deceive the instructor in his or her effort to grade fairly any academic work. "Plagiarism" is "to take and use as one's own thoughts, writings, or inventions of another" (Oxford English Dictionary). It is plagiarism when one uses direct quotations without proper credit and appropriate quotation marks, and when one uses the ideas of another without proper credit. (Refer to the college catalog, pp. 82-84.)

## **Classroom Behavior:**

A statement about your expectations for civil and respectful behavior in the classroom. Here is an example adapted from <http://teaching.ucsc.edu/tips/tips-civility.html>:

It is important that we have a classroom atmosphere that optimizes teaching and learning, and we all share the responsibility for creating a civil and non-disruptive forum. Students are expected to conduct themselves at all times in a manner that is respectful of differing viewpoints and does not disrupt teaching or learning. Behavior which disrupts the learning process may lead to disciplinary action and/or removal from class as specified in college policies.

## **MY.NCWC.EDU Course Instructions:**

The MY.NCWC.EDU provides functionality that can be used by faculty members and students to facilitate classroom and distance learning in the Web-based environment. Students can view their course schedules, course descriptions, assignments, grades, and attendance. They can also complete online assignments and participate in chat groups and forums.

## **Login and Enter Course:**

Ø Type in the **MY.NCWC.EDU** URL, <http://my.ncwc.edu/ics> into your browser. Or go to the NC Wesleyan College home page at [www.ncwc.edu](http://www.ncwc.edu), and then click **MY.NCWC.EDU** located in the right.

Ø Enter your **login ID and password**, and then press the **ENTER** key. *Your initial password is your birthdate in mmddyy format.*

## **How to check the course syllabus:**

1. On **My Courses**, click the course title to open the class site. You will see the full menu on the left.
2. From here you can click on the Syllabus, Attendance, Collaboration (email), Course Information and Grade Book.

The primary means of communication between students and instructors in online classes is **MY.NCWC.EDU**. Your instructor will use your **MY.NCWC.EDU** e-mail account to contact you, so please check it frequently. If you are unfamiliar with **MY.NCWC.EDU** please contact the Help Desk at 252-984-5000

## **REMEMBER:**

**It is the student's responsibility to check the announcements, assignments, handouts, Forum and grade book in <https://my.ncwc.edu/ics> of this course. This should be done daily.**

This syllabus is subject to revision during the course term at the discretion of the instructor. Students will be notified by email and through an announcement in **MY.NCWC.EDU** of any changes. In most cases there are none.

## **Due Dates for Assignments:**

- Access to each week begins on **Monday at 12:05 A.M. Eastern Time (ET)**.
- All assignments are to be submitted on or before **Sunday at the end of the specified week that they are due, NLT 11:54 P.M. Eastern Time (ET)**.
- **Week 8: Course ends Wednesday. Test 2 due then.**

## **Discussion Requirements (Collaboration-Forums): During Weeks 1-7**

In the "Discussion" areas of the course, you, as a student, can interact with your instructor and classmates to explore questions and comments related to the content of this course. **Discussions will always close on Sunday, 11:54 P.M. Eastern Time (ET).**

### **DIRECTIONS FOR GETTING INTO THE WEEKLY DISCUSSIONS (IMPORTANT!)**

Go to **COLABORATION** (found on left side of course main page) and then click on **FORUM**. Scroll down and click on **OPEN DISCUSSION**. Click on appropriate chapter discussion from me. Then click on **REPLY** on right side. You are now into a chapter discussion. Reply to my initial question and then you can reply to other student's responses. Just make sure that you post on **three separate days for each chapter assigned beginning on or before Wednesday of each week.**

- ❖ **100 word minimum for initial response to each chapter question by Wed.**
- ❖ **50 words minimum for replies to other class members.**

### **DO NOT REPLY OUTSIDE OF MY INITIAL POST! REPLY WITHIN THE CLASS DISCUSSIONS**

The discussions in the Forum will be graded for:

**Frequency** - Number and regularity of your discussion comments. Students are expected to log into the course and post (respond) in the discussion topics and interact with other students on **a minimum of three different days for each chapter, beginning on or before Wednesday**. Additional posts are encouraged as it adds more to the discussions. **Posts must be substantive in content, not just "I agree....." Explain why you agree or even disagree.** Examples of posting days: Mon-Wed-Fri or Tues-Wed and Fri or Tues-Thur-Sat. As you can see, posting always begins on or before Wed. for each chapter. In other words, **spread your post out over the week (beginning, middle and end of week).**

### **EXAMPLES FOR WEEK 1-7 – THREE DIFFERENT DAYS OF POSTS FOR EACH CHAPTER:**

**C. 1 – Mon, Wed, and Fri (3 different days beginning on or before Wed.)**

**C. 2 – Mon, Wed, and Fri (3 different days beginning on or before Wed.)**

### **GRADING CRITERIA**

The facilitator may present an alternative grading criteria the first week of class as circumstances and experience dictates (for example, the addition of assignments, extra credit options, different weights for the assignments, etc.). Unless changes are announced and published in Week One, the suggested grading criteria below will be followed as closely as possible.

### **WRITTEN ASSIGNMENTS:**

Written assignments and discussions are an important component of this course. Expectations, scheduling and specific assignments are found in the course platform.

ASSIGNMENTS	Points	Grading Scale
		A 93-100
Introduction Forum – Due NLT Wed. for Attendance	5	A- 90-92
Retailer Choice – 5 Points (Due Week 1)	5	B+ 87-89
Two Tests @ 40 points each (Weeks 4 & 8)	80	B 83-86
Case Studies 3 @ 15 points each (Weeks 3, 5 & 6)	45	B- 80-82
Retailing Trends Article (Week 2)	15	C+ 77-79
Retailing Project (Week 7)	100	C 73-76
Weekly Discussions - 7 weeks @ 30 points each (Weeks 1-7)	210	C- 70-72
Total Possible Points	460	D+ 67-69
		D 60-66
		F 59 and Below

### Assignments / Weeks Due

WEEKS	1	2	3	4	5	6	7	8
Chapter Readings	1-2	3 & 13	4-5	6-7	8-9	10-11	12 & 14	
Introduction Forum – Due NLT Wed. for Attendance	X							
Retailer Choice (Due Week 1)	X							
Case Studies			X		X	X		
Retailing Trends Article		X						
Tests				X				X
Retailing Project							X	
Class Discussions (Forum)	X	X	X	X	X	X	X	

**MKT 319 Retailing (OL)**  
**Keep up with ALL Assignments and DUE DATES!**

**ALL ASSIGNMENTS MUST BE TYPED AND UPLOADED NLT SUNDAY BEFORE 11:55 PM**

**WEEK 8 ASSIGNMENT DUE NLT WEDNESDAY WHEN COURSE CLOSES!**

<b>Dates</b>	<b>Topics/Assignments:</b>	
<b>Week 1</b>	Review Syllabus, Assignments and Due Dates <b>Introduction Forum – Due NLT Wednesday for Attendance - See Directions</b> <b>Retailer Choice from Page 9-10 in Syllabus (<u>Due Week 1</u>)</b> <b>Chapter 1 - 2 and Forum Discussion (100 word or more for initial response to each chapter question and 50 words or more for the two replies). Substantive response to other students required. See Page 5-Syllabus</b> <b><u>Retailing Project Assignment (See Directions and C. 13 on Store Layout and Design)</u></b>	
<b>Week 2</b>	<b>Chapter 3 &amp; 13 and Forum Discussion (100 word minimum for initial response to each chapter question). Substantive response to other students.</b> Refer to C. 13 “Store Layout and Design” and directions often <b><u>Current Retailing “Trends” Article due by Sunday in course platform (Refer to page 8)</u></b> Continue to work on your Retailing Store Layout Project	
<b>Week 3</b>	<b>Chapter 4 - 5 and Forum Discussion (100 word minimum for initial response to each chapter question). Substantive response to other students.</b> <b>Case Due: Chapter 4 “Buffalo Wild Wings: Competing for the Future” (Page 173-175)</b> <b>(Respond to all case questions <u>fully</u> at the end of the case-No brief responses)</b> Continue to work on your Retailing Store Layout Project	
<b>Week 4</b>	<b>Chapter 6 - 7 and Forum Discussion (100 word minimum for initial response to each chapter question). Substantive response to other students.</b> <b>Test #2 Chapters 1-7, 13 due by Saturday in course platform</b> Continue to work on your Retailing Store Layout Project	
<b>Week 5</b>	<b>Chapter 8 - 9 and Forum Discussion (100 word minimum for initial response to each chapter question). Substantive response to other students.</b> <b>Case Due: Chapter 7 “Nordstrom Market Selection”(Pages 303-305) (Respond to all case questions <u>fully</u> at the end of the case-No brief responses)</b> Continue to work on your Retailing Store Layout Project	
<b>Week 6</b>	<b>Chapter 10 - 11 and Forum Discussion (100 word minimum for initial response to each chapter question). Substantive response to other students.</b> <b>Case Due: Chapter 13 “Peterson’s” (Pages 578-579) (Respond to all case questions <u>fully</u> at the end of the case-No brief responses)</b> Continue to work on your Retailing Store Layout Project	
<b>Week 7</b>	<b>Chapter 12 &amp; 14 and Forum Discussion (100 word minimum for initial response to each chapter question). Substantive response to other students.</b> <b><u>Retailing Store Layout Project due in Week 7 – No Extension!</u></b>	
<b>Week 8</b>	<b>Test #2 Chapters 8-12 &amp; 14 due by <u>Wednesday when course closes!</u></b> <b>Good Luck!</b>	



## RETAILING (TRENDS) ARTICLE ASSIGNMENT – Due in Week 2

Locate a current article dated in 2019 that addresses *Retailing Trends* relating to class discussions/text topics. Use any online business/marketing periodicals or other online publications that are applicable to the course. Marketing articles relating to *Retailing Trends* are available through the NCWC Library website. Include the following information and cite your source using **APA Style** at the end of your assignment (**2 ½ - 3 full pages double-spaced with 1 or 1.5 inch margins using 10 or 12 Font size in Times New Roman or Arial required**). Refer to NCWC Library for APA Style: <http://library.ncwc.edu/www/cit.htm>

### Assignment Sections (Identify Each Section):

- 1) A brief summary of the key point(s) of the article. (**SUMMARY**)
- 2) How the article relates to a key concept(s) covered in the course and the implications for service marketing practitioners. (**RELEVANCE**)
- 3) A personal evaluation of/reaction to the article, based upon the service marketing perspective gained during the course. (**REACTION**)
- 4) All sources cited in a (**REFERENCE PAGE**): Textbook, website and other information researched (APA Style required).

Refer to Course Assignment page for due date. **NO LATE ASSIGNMENTS ACCEPTED.**

### Interior Store Display Examples that were used in previous student projects





## Retail Interior/Exterior Layout Design Project

(Written Report and Layout - Due By Week 7) No Late Projects Accepted!

Thoroughly research and present a written report with layout on a major retailer to include the store layout. **Choose from the retail stores found on Page 10 of the syllabus.** Refer to the Assignment Sheet for Due Dates for the presentations.

**FIRST, DRAW A FLOOR LAYOUT PLAN OF YOUR STORE.** Indicate where the merchandise will be displayed and/or department locations using a free flow, grid, loop, or spine layout from C. 13. The diagram should also include the space allotted for shipping and receiving of merchandise, storage of merchandise, office space, employee break room, restrooms, dressing rooms, layaway areas, service desks, entrances and exits, etc. Draw the layout to approximate scale of store and each department. NOTE: **MS Word or PowerPoint can be used to draw your store layout.** Show Layout as **Appendix A** after Section VIII Appendix (See Outline of Required Sections given at bottom of this page).

**Information to also place in required outline of Sections found at bottom of this page.**

1. Indicate on the diagram how the traffic should flow through the business. Explain how the traffic flow plan will maximize sales and profits.
2. Specify the display areas and explain why you chose the specific locations.
3. Specify where the cash register(s) and check-out counter(s) will be located. Explain why the location.
4. Present which types of atmospherics you intend to use in your store (music, smell, lighting, etc.).
5. Present how the floor plan minimizes security problems and helps reduce shop-lifting and employee theft.
6. Present how your plan for the exterior design of the store and how the exterior design will enhance the overall image of the store's interior layout.

**SECOND, A 4-5 PAGE WRITTEN REPORT TO GO ALONG WITH YOUR STORE LAYOUT IS REQUIRED. Cover page and reference page is in additional to the 4-5 pages.**

7. Follow the **Elements of Store Environment** listed at the end of the directions..
8. Two Retail Store Layout presentation examples are shown in Handouts so you can get an idea about what the project involves. Be creative and not duplicate information already presented in these slides other than the project topics and sub topics. Again, be creative!
9. **DO NOT SELECT THE STORE SHOWN IN HANDOUTS!**

### **Elements of the Store Environment (Refer to Chapter 13 Store Layout and Design)**

**Store Image and Productivity: Page 535, Exhibit 13.1**

- Visual Communications - retail identity, graphics and POS signage
- Store planning – space allocation, layout and circulation
- Store Design – exterior design, ambiance and lighting
- Merchandising – fixture selection, merchandise presentation and visual mdse.

**Outline of Required Sections:** Include cover page, table of contents, bibliography, and appendix

- I. Introduction of Business
- II. Visual Communications
- III. Store Planning
- IV. Store Design
- V. Merchandising
- VI. Conclusion

- VII. Bibliography (also include textbook)
- VIII. Appendix: Store Layout

**Choose one of the retail stores shown below for you project and let me know in Week 1:**

## Retail Store Choice:



## RUBRIC FOR GRADING PROJECT

### Retail Layout Project Will Be Evaluated As Follows:

Criteria	1	2	3
<b>Comprehensiveness</b>	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.
<b>Research</b>	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper).
<b>Incorporates marketing event terms and concepts</b>	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts. Just “answers the question” without tying the answer back to marketing theory.
<b>Writing style</b>	Extremely well-written and edited. Research paper is written in one voice. Grammar and spelling are correct. All research sources are cited correctly.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Research sources are not cited or are incorrectly cited.