

BMG-206 – Retail Principles & Practices Course Syllabus

Course Code:

BMG-206

Course Title:

Retail Principles & Practices

Course Description:

In this course; students will learn the conceptual; theoretical and strategic framework of fundamental brick-and-mortar as well as online retail management principles coupled with the practical applications of retailing policies; methods and procedures. Topics covered include managing; marketing; selling; promoting and distributing retail goods and services. Students will learn to apply their understanding of the retailing environment to prepare them for a career in the retail industry.

Prerequisites:

Academic Reading and Writing Levels of 6

Outcomes and Objectives:

[Please refer to the BMG-206 Master Syllabus](#)

Required Text and Materials:

Please confirm edition with [WCC Website](#) or go to the WCC Bookstore and use the Find the Course Materials feature to view the required and recommended course materials: <https://washtenaw.bncollege.com/course-material/course-finder>

- A free textbook (PDF file) can be found using the BMG 206 Textbook link on the Blackboard course site. In addition to this textbook, you will read articles, visit websites, and watch videos.
- Use of WCC's Blackboard and email account are required.

Course Overview and Structure:

What will I learn in this course?

You will learn about the managing, marketing, selling, promoting, and distributing of retail goods and services. That includes conceptual, theoretical, and strategic principles blended with the practical applications of retailing policies to prepare you for a career in the retail industry.

Upon successful completion of this course, you will be able to:

- Identify and apply the concepts related to the retail environment, including the impact of retail on the U.S. economy, current trends, career opportunities, and legal and ethical issues facing the industry.
- Identify and apply the basic retail management principles involved in planning, organizing, and physically handling merchandise in order to make a profit.
- Identify and apply the practices involved in managing, marketing, pricing, selling, promoting, and distributing retail goods and services.

How is the course structured?

This course begins with a Course Orientation followed by 4 learning units.

Unit 1: Describing the Retail Environment

You learn the basics about the retail environment, such as the retail categories and business models, the supply chain, and legal and ethical issues.

Unit 2: Managing the Offering

You learn various ways retailers define and manage their total offering of products and services, including determining the assortment and ordering inventory.

Unit 3: Communicating the Offering

In this unit you learn about consumer buying behavior, retail marketing, customer advocacy, and multi-channel retailing.

Unit 4: Managing the Operations

This unit covers how to manage human resources, profitability, and the location.

Will there be discussion boards?

Yes, the discussions will explore a topic related to the content of the unit. For your main posts, you will always be required to cite an outside source that is not already part of the course and a personal experience. You will also be required to post two value-added replies.

What about blogs?

The retail world is changing every day. So, to keep up with current events, you will submit blog postings on a topic of your choosing for Units 1 - 4. You will also comment on two other blogs.

When are things due?

The due dates for your activities, assignments, and tests can be found on Blackboard by going to: **Syllabus & Schedule > Course Schedule**

Required Due Dates and Suggested Due Dates:

The graded assignments have due dates that are not negotiable – they are required due dates – and are in bold lettering and highlighted in blue. The suggested due dates for the other activities are meant to keep you on track. I have done this because previous students asked for additional guidance on how to manage their time in an online course.

How will I be evaluated?

There are 1200 possible points.

Participation: 300 points (25%)

- 1 Discussion @ 25 Extra Credit pts
- 3 Discussions @ 100 pts each

Assignments: 320 points (27%)

- 4 Blogs @ 80 pts each

Tests & Quizzes: 580 points (48%)

- 10 Take 10s @ 10 points each = 100 points
- 4 Practice Quizzes (PQs) @ 20 points each = 80 points
- 4 Unit Tests @ 100 points each = 400 points

IMPORTANT NOTE

Take 10s, PQs and Unit Tests are available from the time a unit begins to the final due dates given in the schedule.

What if I turn in something late?

Full Point Value: Discussions, Blogs, Take 10s, PQs, and Unit Tests completed by the due dates are eligible for the total point value.

Partial Credit: Unit Tests submitted within 5 days after the due date will receive a late penalty of 50% off the grade you earn. That means if you take a quiz within the 5-day grace period and you score 80 out of 100 points, the grade submitted to the grade book will be 40 out of 100 points.

NOTE: Unit tests will not be available after the 5-day grace period.

No Make-ups: Discussions, Blogs, Take 10s, and PQs will not be available after the scheduled due date. That is, there are no opportunities to make up Discussions, Blogs, Take 10s, and PQs that are not completed on time.

Instructor Discretion: Any variation to the above is at the discretion of the instructor.

All grades will be posted on Blackboard under "My Grades." If you want to discuss your grade, just contact me – we'll arrange a time that is convenient for both of us.

How will I know how I am doing?

Several days after we complete each unit, you will be able to check how you are doing by going to My Grades where you will see your percent to date. If you are not meeting your personal goals, talk with me right away because:

- The end of the semester is too late.
- The only extra credit is at the beginning of this class (your intro).
- I do not give Ws as a grade.

How much time is needed each week for this course?

The estimated time required to complete the course activities is approximately 8-10 hours per week. I recommend that you become disciplined about logging in and participating in the online classroom at least 4 days each week. This will allow you to keep a steady pace over the semester.

It is important that you have at least the minimum amount of time to devote to this course. While an online learning class is based on self-learning, this course is also based on a student-centered model. That means you need to contribute and participate in the discussions, blogs, and other activities in order to be successful in this course.

How do we communicate?

You have three options for communicating with me:

Message Center

In this course, we will use the Message Center within the Blackboard course site rather than email to communicate. There are distinct advantages to using this.

- You can communicate with your fellow students without divulging your email address.
- It allows all communication with me to remain within Blackboard.

- It reduces the instances of your not receiving a message from me because you do not use your WCC email account or the forwarding address you used in no longer valid.
- It eliminates the possibility of an email message from you winding up in my spam file resulting in my not receiving your message.

If I do receive an email from you, you will get a reply from me that says: “My reply can be found in the Message Center on Bb.”

Phone:

If you want to speak with me by phone, send me a message (through the Message Center). Include your phone number and 2 or 3 dates and times you would be available.

In-Person:

If you want to meet with me on the WCC campus, send me a message with some dates and times you would be available to meet, and we’ll work out a time.

What if we do communicate using e-mail?

First of all, since you are in the business world or preparing to enter the business world, all your messages to me should be a reflection of the impression you want others in the business world to have of you. I reserve the right to send a message back to you asking you to use business appropriate language, grammar, and formatting.

Secondly, according to federal law (FERPA):

- Instructors may email students only at their student WCC email address.
- If the student responds, instructors must be sure to email any replies to the student's WCC email address.

That means I can only respond to your email if you use your WCC email account address. You can forward your WCC email to a different account, but I cannot respond to correspondence from the forwarded account.

We can only communicate via e-mail through the WCC email system. These measures are in place to protect any communication between faculty, staff, and students.

Do I need to know anything else about sending messages?

Any time you send a message to me – or any of your instructors for that matter – the subject line is critical. So in your messages be sure your subject line is clear and gives a good indication of what the message is about.

For example, suppose your subject line is: Question. Well, that is too vague. It should be: Question about the Returnaholics Discussion. Having descriptive subject lines helps to prioritize the order of my replies.

What can I expect from the instructor?

You can expect a response within 24 hours to any messages through the Message Center (except weekends).

For discussions and blogs, unless something unexpected comes up, you should easily receive feedback within 48 hours.

What if I need special accommodations?

If you have any events coming up this semester that may affect your participation (e.g., travel for business, illness, pregnancy) let me know as soon as you know. That gives us time to work together to make the appropriate accommodations. Travel, by the way, is business travel. I do not make accommodations for personal vacations.

Academic Integrity:

Plagiarism and other forms of academic dishonesty will result in discipline according to the [WCC Student Rights & Responsibility guidelines](#). Always complete your own work using your own words. If you do use information, ideas, or words from other sources, credit that source using MLA or APA format.

Accommodation of Special Needs:

[Learning Support Services Department](#) provides support to students who may need accommodation for documented disabilities, or other learning need. WCC will work with you to accommodate any of your individual learning needs, however, I need to know of any requests in advance in order to make the necessary arrangements.

WCC Student Policies and Support Information:

Review the material within the Washtenaw Community College Student Policies and Support Information for additional policies and procedures that affect you and your course. Find this information [on this shared page](#).