

Retailing 3335 Online Spring 2018

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Course Description

This course includes the evolution of retailing, the scope of retailing, store location, store layout, organization, the customer, buying markets, receiving and marketing merchandise, mark-up, stock control, merchandise plan, fashions, retail credit, accounting, insurance, and sales promotion.

Learning Outcomes

- Define an open-to-buy (OTB) plan and explain how it works in helping manage a shop's inventory investment
- Define a merchandise assortment plan and the criteria for merchandise selection
- Identify key vendor selection criteria
- Describe the common approaches for pricing merchandise
- Explain the importance of ordering and receiving procedures in managing inventory
- Describe how floor plans and merchandise displays help sell products
- Describe common promotional vehicles and how to stage a promotional event
- Describe inventory tracking methods
- Discuss the importance of the following: Cost of goods sold (COGS) and gross margin, inventory turnover rate, gross margin return on investment (GMROI)

Textbook



Loose Leaf *Retailing Management* with Connect Plus 9th Edition, Michael Levy, Barton Weitz. Published 09/28/2014
ISBN 978-125-916-7553
McGraw-Hill Higher Education

McGraw-Hill CONNECT IS REQUIRED FOR THIS COURSE. Students should register and access the course during the first week of the semester to complete assignments on time. The first two chapters assignments are due Wednesday January 24!

Students can register with a [courtesy access to Connect](#) while they are arranging funding for the course.

If students purchase the textbook that is bundled with Connect Plus, they will receive a unique code to access the course.

Online Registration Instructions: Go to the following web address and click the “register now” button. This is a unique address for Retailing 3335 Spring 2018

<http://connect.mheducation.com/class/g-payne-retailing-3335-spring-2018>

Students can also register for the Connect course through their Blackboard Web site

Student Registration for Connect through Blackboard

- Sign into your school's Blackboard.
- Go to your instructor's course.
- Go to the "Tools" menu.
- Click on the "McGraw-Hill Education" link.
- Below "My Connect Section", click **Go to My Connect Section**.
- Follow the on-screen instructions to register.

McGraw Hill: Preventing Common Registration Problems:

http://create.mheducation.com/wordpress-mu/success-academy/preventing-common-registration-problems/?new_window=1

Having trouble registering? Get help here:

http://create.mheducation.com/wordpress-mu/success-academy-student/student-registration/#.U_IRHWNTbLY

Important Dates & Reminders

- 01/15 University Holiday—Martin Luther King Day
- 01/17 Classes Begin
- 02/01 Last day to drop without a “Q” grade and receive 100% refund
- 02/04 Super Bowl!
- 03/12 Spring Break
- 03/28 Shell Houston Open
- 03/30 Good Friday Holiday
- 04/01 Easter Sunday
- 04/05 Masters Tournament
- 04/07 Last day to drop with a “Q” grade
- 05/05 Last Class Day
- 05/06-05/12 Final Exam Week
- 05/14 12:00 Noon Deadline for Filing Grades with Registrar’s Office

Student Evaluation Process

ALL ASSIGNMENTS FOR THIS COURSE ARE TO BE ACCESSED THROUGH BLACKBOARD.

If the student accesses the assignment through McGraw-Hill Connect instead of Blackboard the score more than likely will not be posted in Gradebook on Blackboard although the instructor will still have access to the score to compute the final course grade.

Learn Smart Exercises (LS) (50 points each)

The average time required is 30 minutes plus time spent studying the eBook. **These should be completed before completing other activities for each chapter. This is where the learning takes place!** Learn Smart is an interactive study tool that adaptively assesses student's skill and knowledge levels. It adjusts the learning content based on students' knowledge. It has the ability to direct students to the exact section of the eBook content for reinforcement. More information can be found at <http://www.mhlearnsmart.com>.

LS CANNOT BE SUBMITTED LATE FOR 3% REDUCTION FOR EACH DAY LATE. WATCH YOUR DUE DATES!

If you access LS and there are 3 horizontal lines at the top of the left-hand column, click on those to open the index. Start by selecting Help at the bottom of the index to gain an overview of the system.

At the bottom of the LS page, select Read to read the chapter material. After reading the chapter content, select Practice to answer questions that measure your understanding of the material. This is where students accumulate grade points for this assignment.

After completing the Practice phase, you can use the Self-Study option to review the material.

Interactive Assignments (10 points each)

These are your **homework assignments**. They consist of I See it! Videos, Case Analysis, Video Cases, Drag and Drop, and Click & Drag exercises. All these assignments can be accessed through the Blackboard Learning Modules.

Late submissions are accepted but scores are reduced by 3% each day late. No time limit, unlimited attempts are allowed, Printing is allowed, References are shown, and Access to the eBook and resources is allowed. Access to hints and "check my work" is allowed.

After the first attempt, question scores, correct or incorrect indicators, and total scores are shown. After scoring 100%, detailed feedback is shown. Feedback is shown on the due date.

Chapter Quizzes (40 points each)

20 multiple-choice questions. Time limit 30 minutes. Note—students can't pause and come back later to complete, the clock is still timing!

Printing is not allowed. One attempt is allowed. After submitting the quiz assignment total scores are shown before the due date, and all detailed feedback after the due date. Feedback shown on due date.

Quizzes will be AUTOMATICALLY SUBMITTED ON THE DUE DATE! The 3% reduction for late assignments DOES NOT apply to quizzes. This allows students to practice quiz assignments (Study Attempts) after the due date without affecting their grade.

Students using Blackboard may need to sign in to Connect directly to access Study Attempts.

Important Note: Once a student has started a Study Attempt, the due date of the assignment cannot be changed. Also, students who have started a Study Attempt are not eligible for an assignment extension. Students who have not started a Study Attempt are eligible for an assignment extension.

Students with extensions will not be able to take Study Attempts until the due date set for the extension passes.

Four Exams (400 points each)

50 multiple-choice questions. Students are allowed 60 minutes and one attempt so manage your time! Note—students cannot exit the exam and come back later to complete! No access to outside sources is allowed. It is just like if you were taking the exam in a regular lecture classroom.

Note: Be sure to do all the assignments! In the past, some students didn't realize that Learn Smarts were graded and they lost valuable course points! Also, students cannot exit out of a quiz or exam and then come back to finish it. The timer is running!

Students are much more successful using Firefox or Chrome as their browser when accessing the Connect exercises. Do Not use Internet Explorer!

PowerPoints have been provided for each chapter. These are the same PowerPoints that are used in the traditional lecture course and there is an extreme correlation between the contents of the Power Points and the actual textbook for the course. Students can use these to provide an overview of each chapter and are excellent for studying. Some of the Power Points may have quizzes or other assignments included. These are not for the online students to complete. There are no grade points assigned to the PowerPoints.

Lecture Videos—are provided in the Course Content section in Blackboard. These are the same lectures we use in the traditional classroom and are provided as additional study material for the online student. You Tube Video Lectures may be updated throughout the semester.

Grading Scale:

90-100% A 80-89% B 70-79% C 60-69% D <60% F

How are you doing? If the student accesses all the assignments through Blackboard they should be able to track their performance in Grade Book. If some of the assignments were completed directly in Connect, click on “Performance” at the top of the McGraw-Hill Connect Web page to view individual performance reports.

All assignments, quizzes, and exams are assigned grade points, so for a student to earn a B in the class, for example, they would need to earn at least 80% of the total grade points. Students should be able to assess their own grade during the semester by following these procedures.

Note: you should also click on the “Library” Tab at the top of the McGraw-Hill Connect Web page to see what other resources are available. A link to the e-Book may be available there.

Course Point Distribution**

LS	50 pts each	17 assignments	850 pts total	24.5% of grade
Quizzes	40	17	680	19.6
Exams	400	4	1600	46
Homework:				9.8
Case Analysis	10	6	60	
Video Case	10	10	100	
Drag-Drop	10	16	160	
Timeline	10	2	20	
Total			3470	

****Course points are subject to change if an assignment is deleted or added by the instructor.**

Student Success Tips: Students are expected to spend as much time in the “virtual classroom” as they would a traditional lecture course. Successful students set aside at least two designated times a week to complete the chapter assignments, quizzes, and exams. Due dates for all work will be on Wednesday nights at 11:59 PM. But don’t wait till the due date to begin your work!

Often more than one chapter is due each Wednesday. Don’t wait till the due date to try to accomplish all the work!

Late Assignments: Assignments turned in past the due date will be penalized 3% for each day late. This DOES NOT APPLY to the Learn Smart and Quiz assignments! At the end of the semester, assignments will be automatically submitted on the due date. No late assignments will be accepted after the last day of class!

No Extra-Credit Assignments: Students concerned about their course progress should contact the instructor to discuss possible plans for improvement. Do not wait till the end of the semester!

Other:

Students are responsible for abiding by all University rules and regulations as printed in the *Undergraduate Catalogue*, *Student Guidelines*, and in other official University publications. You may find online a more detailed description of the following policies. These guidelines will also provide you with a link to the specific university policy or procedure:

<http://www.shsu.edu/syllabus/>

Academic Dishonesty: All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, *See Student Syllabus Guidelines*.

<http://www.shsu.edu/dept/dean-of-students/index.html>

Student Absences on Religious Holy Days: Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work.

<http://www.shsu.edu/syllabus/>

Students with Disabilities Policy: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. *See Student Syllabus Guidelines*

<http://www.shsu.edu/syllabus/>

Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.

Syllabus is subject to revisions

MKTG 3335 Retailing Online Spring 2018 Course Schedule

Chapter		Available
1	Introduction to the World of Retailing	01/17 - 01/24
2	Types of Retailers	01/17 - 01/24
3	Multichannel Retailing	01/21 - 01/31
4	Customer Buying Behavior	01/21 - 01/31
5	Retailing Strategy	01/28 - 02/07
Exam 1	Chapters 1 - 5	02/04 - 02/14
6	Financial Strategy	02/11 - 02/21
7	Retail Location	02/11 - 02/21
8	Retail Site Location	Not Covered
9	Human Resource Management	02/18 - 02/28
10	Information Systems and Supply Chain Management	02/25 - 03/07
Exam 2	Chapters 6,7,9,10	03/04 - 03/21
11	Customer Relationship Management	03/18 - 03/28
12	Managing the Merchandise Planning Process	03/18 - 03/28
13	Buying Merchandise	03/25 - 04/04
14	Retail Pricing	03/25 - 04/04
Exam 3	Chapters 11 - 14	04/01 - 04/11
15	Retail Communication Mix	04/08 - 04/18
16	Managing the Store	04/08 - 04/18
17	Store Layout, Design, and Visual Merchandising	04/15 - 04/25
18	Customer Service	04/15 - 04/25
Exam 4	Chapters 15 - 18	04/29 - 05/09