

**Marketing 3335 Retailing/PGA Golf Management
Spring 2018**

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W 5:30 – 6:00 pm The Woodlands Center

Textbook



Retailing Management, Loose Leaf 9th Edition, Michael Levy, Barton Weitz, McGraw-Hill, ISBN 978-007-751-2415

Retailing Management, 9th Edition, Levy, Weitz, Grewal, McGraw-Hill, ISBN 978-007-780-2899-1

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 Objectives

- Define an open-to-buy (OTB) plan and explain how it works in helping you 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)

Dates to Remember

- 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

Course Topics: Key topics covered during the semester will include:

Elements of the retail mix	Growth strategies
Services retailing	Strategic retail planning process
Multi-channel retailing	Understanding financial ratios
Consumer purchase decision process	Retail location strategy
Market segmentation strategies	Organization structure
The retailing concept	Electronic data interchange (EDI)
Sustainable competitive advantages	Logistics
Retail positioning strategy	Customer relationship management (CRM)
Lifetime customer value (LTV)	Sales forecasting, budget planning,
Merchandise planning process	inventory turnover
Calculating open-to-buy	Gross margin return on investment (GMROI)
Private label brands	Merchandise management systems
Retail pricing strategies	Basic retail math- markup calculations
Price Elasticity	Integrated marketing communications (IMC)
Recruiting, selecting, and training	Store design
Inventory shrinkage	Gaps Model for improving service quality

Student Evaluation Process

Pop quizzes (10 points each)

Pop Quizzes will be given to monitor attendance and course knowledge. No makeup Quizzes will be given for any reason other than written permission to attend a university approved function.

Exams (200 points each)

Four exams will be given during the course. Fifty multiple-choice questions each.

PGA Exams

There may be additional tests that cover specific PGA material during the semester.

Homework Assignments (10-25 points each)

All written homework assignments must be in MS Word format using Calibri font size 11 or 12 double spaced. **No handwritten assignments will be accepted.** Be sure to check for errors in spelling and grammar before submitting your assignment. Written assignments are due at the beginning of class. Late homework will be accepted one class period past the due date, with a penalty. **No emailed homework will be accepted.**

Grading Scale:

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

Classroom Rules of Conduct:

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect.

Personal use of mobile devices in the classroom is prohibited. Students will be penalized 10 grade points for each occurrence. Arrangements for handling potential emergency situations may be granted at the discretion of the instructor. Under no circumstances are cell phones or any electronic devices to be used or seen during exams. Use of these devices during an exam is considered *de facto* evidence of cheating and could result in a charge of academic dishonesty.

Caps/hats are not allowed to be worn in the classroom during exam days.

Students are encouraged to use laptops and notebook computers for lecture notes. Any use of these devices in class for online gaming or social media could be a distraction for other students in the class and will be penalized 10 grade points for each occurrence.

No food or drinks in the classroom other than bottled water.

Make-up exams will be given at the instructor's discretion depending on the related circumstances. You must notify the instructor **in advance** of the exam that is missed.

No Extra-Credit Assignments: Students concerned about their course progress should meet with the instructor to discuss possible plans for improvement. Do not wait till the end of the semester! The instructor will take into consideration class attendance and class participation in the event the student has a "borderline" grade. https://www.youtube.com/watch?v=-2Co6_tu808

Drop Date: See the Academic Calendar for the course drop date. Your instructor does not drop students so if the course is not successfully completed the student will be assigned an F for the class.

Class Attendance: Regular and punctual class attendance is expected. It is University Policy that at the discretion of the instructor, a student may be penalized for more than three hours of absences. Students missing class are expected to get the material from their colleagues, not the instructor!

Plagiarism: The proliferation of Web pages and electronic publication makes it easy to plagiarize, accidental or otherwise. When in doubt, avoid the possibility of plagiarism and cite your source. The Sam Houston Writing Center or research librarians at SHSU Newton Gresham Library can help with citation styles. http://shsulibraryguides.org/bus_apa

Sam Houston Writing Center: Writing Center tutors provide one-on-one and small group writing instruction. They help students learn prewriting, revising, and editing skills by working with them on the writing tasks they bring in. More information is available on their Website: www.shsu.edu/wctr

Copyright Notice: All course materials are subject to copyright. You may not make copies of materials used in this class or adapt them without the copyright holder's approval. Audio and video recorders and cameras may only be used for note taking with the instructor's prior permission. You may not make audio or video recordings of entire lectures or the content of in class activities without permission.

University Policies

Students are responsible for abiding by all published 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 *Student Syllabus Guidelines* will also provide you with a link to the specific university policy or procedure: <http://www.shsu.edu/syllabus/>

Academic Dishonesty: Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. 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. See *Student Syllabus Guidelines*. [/dept/academic-affairs/documents/aps/students/861001.pdf](http://www.shsu.edu/dept/academic-affairs/documents/aps/students/861001.pdf)

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 Counseling Center. See *Student Syllabus Guidelines*

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.

Visitors in the Classroom: Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

MKTG 3335 Retailing/PGA Golf Management Spring 2018 Gary Payne 2:00 - 3:20 PM TR SHB 337 01/17 - 05/10/2018

				PPT
WK 1	01/17-01/20	W	Classes Begin	
	1/18	TH	First Day of Class What is Retailing	1A, 1B
WK 2	01/21-01/27	M	MLK Holiday	
	1/23	T	Types of Retailers Service Retailing	2A, 2B
	1/24	W	Last Day to Add Classes	
	1/25	TH	Final day for Late Registration	3

Multichannel Retailing

WK 3	01/28-02/3				
	1/30	T	Customer Buying Behavior	4	
	2/1	TH	Retail Market Strategy	5A. 5B	
			Global Growth Opportunities		
			Last Day to drop without a "Q" Grade		
			Twelfth Class Day/Census Day		
		SUN	02/04 SuperBowl		
WK 4	02/04- 02/10				
	2/6	T		Review	
				EXAM	
	2/8	TH	Exam 1	1	
WK 5	02/11- 02/17				
	2/13	T	Financial Strategy	6A	
	2/15	TH	Analysis of Financial Strength	6B	
WK 6	02/18- 02/24				
	2/20	T	Retail Locations	7	
	2/22	TH	Retail Site Location	8	
WK 7	02/25- 03/03				
	2/27	T	Human Resource Management	9	
	3/1	TH	Information Systems & Supply Chain Management	10	
WK 8	03/04- 03/10				
	3/6	T	Customer Relationship Management	11	
	3/8	TH		Review	
WK 9	03/11- 03/17				
		T	Spring Break	Break	
		TH		Break	
WK 10	03/18- 03/24				
	3/20	T		11	
				EXAM	
	3/22	TH	Exam 2	2	

WK 11	03/25- 03/31				
		3/27	T	Managing the Merchandise Planning Process	12A,
		3/29	TH	Buying Merchandise	12B
		3/30	F	University Holiday/Good Friday	13
				03/28- 04/01	
				Shell Houston Open	
WK 12	04/01- 04/07				
		4/1	Sun	Easter	
		4/3	T	Retail Pricing	14A
		4/5	TH	Price Optimization	14B
				04/07 Last Day to Drop with a "Q" Grade	
			FRI	Students will not be permitted to drop after this date	
				04/05- 04/08	
				Masters Tournament	
WK 13	04/08- 04/14				
		4/10	T	Retail Communication Mix	15A
		4/12	TH	Planning the Retail Communication Program	15B
WK 14	04/15- 04/21				
		4/17	T		Review
					EXAM
		4/19	TH	Exam 3	3
WK 15	04/22- 04/28				
		4/24	T	Managing the Store Employment Management Process	16A, 16B
		4/26	TH	Store Layout, Design, and Visual Merchandising	17A, 17B
WK 16	04/30- 05/05				
		5/1	T	Customer Service	18
		5/3	TH		Review

		FRI	05/05 Last Class Day	
WK	05/06-			EXAM
17	05/12		Final Exams Week Commencement	4
		M 05/14	Noon Deadline for Filing Grades	
			*Schedule is subject to change	

Acknowledgment

I acknowledge receipt of a copy of the syllabus for Spring Semester 2018

Course _____

Print Name _____

Signature _____

Date _____