Retailing Course Syllabus
Fall 2021
Department of Management and Marketing

MKTG 3354.600 (3 credit hour course) (formerly MKT 354)
Wednesday, 4:00 - 6:30 pm
McGee 458 (BU 458) and BU 224 (McGee 224)

This is a hybrid class with that will meet on campus and have assignments loaded online as well.

Dates we will meet on campus: 8/25, 9/15, 9/22, 10/20, 11/17

Instructor: Dr. Charlotte Allen
Office Phone: 936-468-1789
Email: caallen@sfasu.edu
Dept. Office: 936-468-4103
Office: BU 403J
Fax Number: 936-468-1600

Office Hours: Monday, 10:00 – 11:00 am and 3:45-4:45 pm; Tuesday from 1:00-4:00 pm; Wednesday from 10:00 am - 12:30 pm, Thursday from 1:00 to 3:30 pm; and by appointment with instructor.

Student Requirements:

Textbook: Retailing Management 10e; Levy, Weitz & Grewal. McGraw Hill Publishing, 2019 with Connect (for class content and enrollment, Connect enrollment and e-version of the textbook, go to

https://connect.mheducation.com/class/c-allen-copy-of-mktg-3354-retailing-fall-2021-allen

(Either copy over the url or click through to the link)

Technology: Reliable, high speed Internet access is required. Technology and software that is compatible with Connect package.

SFASU Email Account: in order to access mySFA for class email and communication.

Prerequisites: MKTG 3351/MKT 351 or equivalent

Course Description: Retail marketing institutions and their operations.

Objectives (or Student Learning Outcomes):
Upon completion of this course, a student should be able to:

• identify the fundamental terms and concepts that are commonly used in marketing and apply them to a retailing operation.
• recognize and appreciate the differences between well-run and poorly run retail operations.
• be sensitive to the differences in domestic and foreign retail operations.
• ascertain the differences between ethical and unethical decisions in retail business situations.
• Demonstrate knowledge of the financial measurement tools common to a retail enterprise.

Course Requirements:

1. **Student responsibilities:** Each student is expected to come to “virtual” class having read the assigned chapter, the Powerpoint slides, and other assigned material. Every student has the opportunity and the ability to make an "A" in this class, but your grade in this class will depend on how well you prepare and study for the exams, the assignments and cases, and your conduct in the online classroom.

2. **Exams:** All exams will consist of multiple choice, short answer and/or problem type questions. Each student will need to register for Connect as soon as possible in order to take the exams, homework, simulations, LSM modules, and practice quizzes for the class. See class schedule for availability and dates.

3. **Homework, Cases and Projects:** All projects in this class should be prepared in a professional manner. Any handwritten projects will automatically be given a zero. Please note that Wikipedia.com is not allowed as a source for projects or homework in this class.

4. **Web Etiquette:** All students are expected to behave, email, and post in a professional, business manner during this class. Projects and homework are graded on content and appearance not only of the homework or project, but on the manner in which the project or homework was submitted.

5. **Attendance and Late Work:** Each student is responsible for having all work turned in on time. Tests, quizzes, simulations and homework are due no later than the time and date given in the assignment (i.e. if the assignment is to be completed and submitted before 11:00 pm; any project turned in after 11:00 pm host computer time will be considered late and a grade of zero will be assigned to them). The host computers for this class will be the mySFA host computer for email and the McGraw Hill/Connect host computer which will host the online exams and other online material. Please make sure that your time set on your computer matches the time and date on the host computer. If the student is late logging on for an exam, extra time will not be given to the student to finish the exam. If the student has a university approved absence that corresponds with a due date or exam date, the student must contact the instructor to make appropriate arrangements.
6. **Class Communications:** The professor will send out class information and other material through email to each student’s SFA email address. Each student should check their email every weekday since emails to and from SFA addresses are considered official university communication and should be treated as such. If a student decides to forward their SFA email to another email address, it is the student’s responsibility to make sure the other email account is able to and can accept forwards from the SFA email address. All email communication between student and professor should be done in a professional manner.

7. **Acceptable Student Behavior:** Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10-4). Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

8. Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10-4). Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf).) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
9. **Academic Integrity**: Abiding by university policy on academic integrity is a responsibility of all university faculty and students. **Definition of Academic Dishonesty**: Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one's own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. In-classroom and online activities are expected to follow university guidelines concerning student conduct and academic honesty. The exams in this class are tests of what you know, not what you can look up. Students are expected to not use any materials or online resources while taking the exams in this class. Possession or use of a test bank or an instructor’s manual or the attempt to possess any of these materials will be considered a violation of academic honesty. Students may not take pictures of, screenshot, or record in any way test questions or exams, with the one exception of taking a picture or screenshot of any error messages that occur for technical support. Please read the complete policy [http://www.sfasu.edu/policies](http://www.sfasu.edu/policies) (Definition of Academic Dishonesty, University Policy 4.1).

10. **Students with Disabilities**: The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with a disability. To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

11. **Withheld Grades (Semester Grades Policy 5.5)**: At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester.
in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies.

11. Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness.

**Grading**

There will be three exams in this class during the semester with each exam being designed to cover approximately one third of the class material. Each exam will consist of multiple choice, short answer and/or problem type questions. Questions will be taken from chapters in the text and online web assignments. If a student is going to miss a scheduled exam, they will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Allen before the exam AND (2) has an official university or instructor approved excuse. Any student with an official university or instructor approved excuse that does not inform Dr. Allen before the scheduled exam time will be able to take an all essay make-up exam. Any makeup exam will be scheduled at a time agreed upon by student and instructor. Online Exams are individual, not group, assignments.

**Homework:** A homework assignment will be given for every chapter in the book and will tie into material being currently studied in the class. Homework assignments are individual, not group, assignments. Each student will receive one attempt on each homework assignment. See Class Schedule for details.

**LearnSmart Module (LSM):** Each chapter has a LSM loaded for it and they will be required for each student to complete by assigned due dates. See Class Schedule for details.

**Retail Simulation:** There will be a retail simulation software that will be run in the class. More details in the assignment and class schedule. It will be required for each student to individually run the simulation on their own; however, there will be practice simulations setup that students may work together on.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Exams</td>
<td>150</td>
<td>(3 exams at 50 points each)</td>
</tr>
<tr>
<td>LSM</td>
<td>85</td>
<td>(17 modules at 5 points each)</td>
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<tr>
<td>Homework</td>
<td>125</td>
<td>(17 modules at different point values)</td>
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<tr>
<td>Retail Simulation</td>
<td>100</td>
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<tr>
<td>Total</td>
<td>460</td>
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Grading Scale: A (90% and above), B (80% - 89%), C (70% - 79%), D (60% - 69%), and F (less than 60%). At the professor's option, a grade may be curved by adding points across the board.

**Posting of Grades:** Grades will not be publicly posted for this class. In accordance with university policy, grades will not be released to anyone through unsecured email or through any other unsecured method.

**Schedule:** A tentative schedule will be handed out the first week of class and is attached to this syllabus. You are responsible for all information contained in the syllabus and for any changes in the syllabus or schedule, which will be communicated in class. The instructor reserves the right to make any necessary changes to the syllabus or schedule. This syllabus is provided to you as a guide for the class content and expectations this semester; it is not a contract, and is subject to change as necessary.

**Class Schedule**

<table>
<thead>
<tr>
<th>Week of</th>
<th>Class Information</th>
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<tbody>
<tr>
<td>8/23-8/29</td>
<td>Content: Chapter 1 (Introduction to Retailing)</td>
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<tr>
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<td><strong>Students must register for Connect by midnight on 8/29/2021</strong></td>
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<td></td>
<td><strong>Homework and LSM for Chapter 1 will need to be completed and submitted in Connect by 11:00 pm on 8/29/21</strong></td>
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<td><strong>First day of Fall Semester: August 23rd (Monday)</strong></td>
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<tr>
<td>8/30-9/5</td>
<td>Content: Chapters 2 and 3 (Types of Retailers; Multichannel &amp; Omnichannel Retailing)</td>
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<tr>
<td></td>
<td><strong>Homework and LSM for Chapters 2 and 3 will need to be completed and submitted in Connect by 11:00 pm on 9/5/21</strong></td>
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<tr>
<td>9/6-9/12</td>
<td>Content: Chapters 4 and 5 (Customer Buying Behavior; Retail Market Strategy)</td>
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<tr>
<td></td>
<td>Review for Online Exam 1 (Chapters 1-5)</td>
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<td><strong>Homework and LSM for Chapters 4 and 5 will need to be completed and submitted in Connect by 11:00 pm on 9/12/21</strong></td>
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<tr>
<td>Date</td>
<td>Content</td>
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<tr>
<td>9/13-9/19</td>
<td>Content: Chapter 6 (Financial Strategy)</td>
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<tr>
<td>9/20-9/26</td>
<td>Content: Chapter 7 (Retail Locations), Practice Simulation</td>
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<tr>
<td>9/27-10/3</td>
<td>Content: Chapter 8 (Retail Site)</td>
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<tr>
<td>10/4-10/10</td>
<td>Content: Chapter 9 (Info Systems &amp; Supply Chain)</td>
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<tr>
<td>10/11-10/17</td>
<td>Content: Chapter 10 (CRM)</td>
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**Midsemester**
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<tr>
<th>Date Range</th>
<th>Content: Chapters 11 and 12 (Managing the Merchandising Planning Process; Buying Merchandise), First Simulation</th>
<th>Exam 2 (Chapters 6-10) will be held on campus on Wednesday, Oct. 20th.</th>
<th>Homework and LSM for Chapters 11 and 12 will need to be completed and submitted in Connect by 11:00 pm on 10/24/21.</th>
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<tbody>
<tr>
<td>10/18-10/24</td>
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<td>Meet on campus on 10/20/21 in BU 224</td>
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<td>10/25-10/31</td>
<td>Content: Chapters 13 &amp; 14 (Retail Pricing, Retail Communication Mix)</td>
<td>Homework and LSM for Chapters 13 and 14 will need to be completed and submitted in Connect by 11:00 pm on 10/31/21</td>
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<tr>
<td>11/1-11/7</td>
<td>Content: Chapter 15 (Human Resources and Managing the Store) Review for Online Exam 3 (Chapters 11-16)</td>
<td>Homework and LSM for Chapter 15 along with the First Simulation will need to be completed and submitted in Connect by 11:00 pm on 11/7/21.</td>
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<tr>
<td>11/8-11/14</td>
<td>Content: Chapter 16 (Store Layout, Design, and Visual Merchandising) Review for Online Exam 3 (Chapters 11-16)</td>
<td>Homework and LSM for Chapter 16 will need to be completed and submitted in Connect by 11:00 pm on 11/14/21.</td>
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<tr>
<td>11/15-11/21</td>
<td>Content: Chapter 17 (Customer Service), Second Simulation</td>
<td>Exam 3 (Chapters 11-16) will be held on campus on Wednesday, Nov. 17th.</td>
<td>Saturday, November 20th: Beginning of Thanksgiving Holiday</td>
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<tr>
<td>Date</td>
<td>Content: Second Simulation</td>
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<tr>
<td>11/29-12/5</td>
<td>Homework and LSM for Chapter 17 will need to be completed and submitted in Connect by 11:00 pm on 12/5/21.</td>
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<tr>
<td>12/6-12/8</td>
<td>Second Simulation will need to be completed and submitted in Connect by 11:00 pm on 12/8/21.</td>
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**Other University Resources**

Throughout the course of the term, you may find yourself in need of some type of support. Please take note and, if needed, use the resources below:

**Academic Assistance Resource Center (AARC) Tutoring Services**
The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to [http://sfasu.edu/aarc](http://sfasu.edu/aarc).

**Center for Career and Professional Development**
The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to [http://www.sfasu.edu/ccpd](http://www.sfasu.edu/ccpd).

**Counseling Services**
Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to [http://sfasu.edu/counselingservices](http://sfasu.edu/counselingservices).

**Counseling Clinic (Human Services)**
The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to [http://www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp).

**COVID-19 Specific Resources**
For the most up-to-date information related to COVID-19, please reference the SFA COVID-19 webpage at [http://www.sfasu.edu/covid19](http://www.sfasu.edu/covid19).

**Crisis Resources**
Burke 24-hour crisis line: 1.800.392.8343
Suicide Prevention Lifeline: 1.800.273.TALK (8255)
Crisis Text Line: Text HELLO to 741-741

Dean of Students Office
The Dean of Students helps students when they are struggling, in-crisis, or just generally don’t know where to go. Students are encouraged to reach out when they need help with something on or off-campus and Dean of Students Office staff will assist them in navigating the issue or get them connected with the person or office that can help. Staff help to promote The SFA Way in everything they do. For additional information, go to https://www.sfasu.edu/vpsa/85.asp.

Financial Literacy
Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement, banking, and paying for college. For additional information, go to http://www.sfasu.edu/studentaffairs/1691.asp.

Health Clinic
The Health Clinic offers a full range of medical services to enrolled or registered students. For additional information, go to http://sfasu.edu/life-at-sfa/health-safety/health-clinic.

Involvement Center
The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.

Nutrition Counseling (Dining Services)
Should you have a food allergy, specific dietary need, or simply want help learning more about healthy eating you are encouraged to meet with Dining Services’ Registered Dietitian. For additional information, go to https://dineoncampus.com/sfa/your-dietitian.

Research and Instructional Services (RIS)
Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services#/research?_k=hjbdvf.

Sex- and Gender-based Misconduct Prevention, Support, and Response (Lumberjacks Care)
The university prohibits and will not tolerate sexual misconduct because such behavior violates the university’s institutional values, adversely impacts the university’s community interest, and interferes with the university’s mission. The university also prohibits retaliation against any person who, in good faith, reports or discloses a violation of this policy, files a complaint, and/or otherwise participates in an investigation, proceeding, complaint or remediation. Once the university becomes aware of an incident of sexual misconduct, the university will promptly and effectively respond in a manner designed to eliminate the misconduct, prevent its recurrence and address its effects. To report an incident and/or seek support, go to https://www.sfasu.edu/lumberjacks-care/.

SFA Food Pantry
The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.
Technical Support
Brightspace by D2L Support: https://www.sfactl.com/student-support; d2l@sfasu.edu; 936.468.1919
Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu; 936.468.4357

Veterans’ Resource Center
The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans’ resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.