School of Human Sciences  
MRCH 4363.620: RETAIL SERVICE PROMOTIONS  
Fall 2023

<table>
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<tr>
<th>Instructor:</th>
<th>Course Time:</th>
<th>Prerequisites:</th>
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| Jamie Cupit, M.S. | FALL II  
10/23 – 12/15  
T: 9:30 - 12:15 | Junior or senior standing |

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<tr>
<th>Office:</th>
<th>Course Location:</th>
<th>Virtual Office Hours via ZOOM:</th>
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<tbody>
<tr>
<td>Virtual...teaching remotely</td>
<td>Online/Livestream</td>
<td>M-F: 12:00 – 1:00</td>
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<th>Phone:</th>
<th>Credits:</th>
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| Cell (936) 615-7798  
HMS Office: (936) 468-4502 | 3 hours | For course related issues, please use the e-mail feature in Brightspace in MyCourses |

I. Course Description:
Explores innovative solutions for meeting customer demand and driving operational success through the application of customer service and retail sales and marketing concepts, methods, and techniques. Areas of analysis include consumer behaviors, market research, public relations, personal selling, and revenue management. MRCH 4363 Retail Service Promotions is a 3 hour credit course that is delivered face-to-face or in a hybrid format. This course will typically be taught one day a week for 300 minutes for 7 weeks culminating with a 2-hour final exam week 7. Students have 8 significant weekly assignments, 1 major capstone project, 3 exams and a final examination. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

PCOE Diversity Statement:
The James I. Perkins College of Education is committed to proactively recruiting and retaining a diverse faculty, staff, and student population. Through open dialogue, mutual respect and shared responsibility, faculty, staff and students will demonstrate an understanding and sensitivity to ethnicity, race, gender, exceptionalities, culture, language/dialect, age, social class, family structure, sexual orientation, religion and spiritual values in order to enhance the quality of life in a diverse, global community.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The complete listing of the standards associated with the PLOs, SLOs, assignments, and assessments are located on the PCOE website.

The objectives of this course support the University Mission to be a “comprehensive institution dedicated to excellence in teaching, research, scholarship, creative work, and service. Through the personal attention of our faculty and staff, we engage our students in a learner-centered environment and offer opportunities to prepare for the challenges of living in the global community.”

The objectives of this course support the James I. Perkins College of Education (PCOE) Mission to “prepare competent, successful, caring, and enthusiastic professionals from diverse backgrounds dedicated to responsible service, leadership, social justice, and continued professional and intellectual development in an interconnected global society.”

Student learning outcomes for Merchandising courses are aligned with the International Textile and Apparel Association (ITAA) Four-Year Baccalaureate Program Meta Goals---Industry Processes; Appearance and Human Behavior; Aesthetics and the Design Process; Global Interdependence; Ethics, Social Responsibility, and Sustainability; Critical, Creative, and Quantitative Thinking; and Professional Development.

Program Learning Outcomes:
“This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

The design of this course supports the Merchandising Program Learning Outcomes (PLOs) listed below:
1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Merchandising.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, good work ethic, and adequate preparation for employment) expected in the field of Merchandising.
3. The student will demonstrate competence in his/her field using oral, written, and visual communication.
4. The student will be knowledgeable of global issues in the field of Merchandising.

**Student Learning Outcomes:**
Upon completion of the course, the student will have had the opportunity to:
1. Identify a target consumer, research their demographics and psychographics and apply to promotional techniques.
2. Describe the scope and importance of promotion in the merchandising industry.
3. Describe characteristics and importance of the functions of publicity, public relations, special events, fashion shows, personal selling, and advertising to sales promotion in the scope of the merchandising industry.
4. Identify various types of advertising, cost and appropriate application.
5. Demonstrate skills in planning for and budgeting promotional activities.

**III. Course Assignments, Activities, Instructional Strategies, use of Technology:**

Methods of instruction will include lecture, discussion, and individual research and study. All learning materials will be uploaded within modules in D2L and all assignments will be submitted electronically to D2L. Although this is an accelerated course, students are expected to complete the same amount of work that would be assigned in a 16-week course. Students will complete a comprehensive promotion plan which requires them to create a promotion strategy for the business plan developed in MRCH 4352: Entrepreneurship. In addition to the weekly contact hours required for the course, all F2F 3 credit hour courses must incorporate 150 minutes of asynchronous instruction into the course. In order to accomplish this, students will complete major sections of the promotion plan as daily activities to ensure progress is being made toward completion of the project. These activities will be indicated as “pre-work” assignments on your course calendar. Also, students will complete four major unit exams throughout the semester.

Students are required to complete a total of six hours of community service documented by the facility at which the hours are completed. Merchandising faculty will assist in facilitating the connection between the student and the site, if necessary. The six hours of service will count for each merchandising course the student is enrolled during the academic semester.

Students can reach the instructor for office hours via ZOOM during the times that are listed on the first page of the course syllabus. A personal meeting room has been set up, so the student should utilize the ZOOM invitation link below when/if they need to meet during the instructor’s scheduled virtual office hours.

**Topic: Jamie Cupit’s Personal Meeting Room**

Join Zoom Meeting  
https://sfasu.zoom.us/j/9364682238?pwd=S0lWZXNFL2FTOHNQOxVN1Mwa3k1UT09

Meeting ID: 936 468 2238  
Passcode: cupitMRCH

**IV. Evaluation and Assessments (Grading):**

Evaluation and grading will be based upon the assignments and exams listed below. There are a total of 750 points to earn in the course, and students should strive to earn as many points as possible.

1. Student Introduction Discussion post  
20 points
2. Chapter Exams (4 @ 50 points each)  
200 points
3. Promotion Plan  
350 points
4. Promotion Plan Daily Assignments (20 points each)  
120 points
5. Service Learning  
60 points

**TOTAL POSSIBLE POINTS**  
750 points
### Grade Percentage:

- **A**: 90% and above
- **B**: 89% to 80%
- **C**: 79% to 70%
- **D**: 69% to 60%
- **F**: 59% and below

### Point Spread:

- **A**: 750 – 675
- **B**: 674 – 600
- **C**: 599 – 525
- **D**: 524 – 450
- **F**: 449 and below

### V. Tentative Course Outline/Calendar:

<table>
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<th>WEEK</th>
<th>Topics/Assignments</th>
<th>Assigned Readings/Due Dates</th>
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| WEEK 1  
10/23 – 10/29 | Course introduction and overview  
- Syllabus review  
- Promotion Plan assignment review  
Chapter 1: Promotion and How It Works | Student Introduction discussion post due by October 29 @ 11:30 pm (20 points) |
| WEEK 2  
10/30 – 11/5 | Chapter 2: Consumer Behavior  
- Pre-work: Target Market  
Chapter 3: The Creative Process in Promotion  
Chapter 4: Fashion Forecasting | Pre-work assignment: Target Market due in D2L Dropbox, November 5 @ 11:30 pm (20 points)  
Exam 1: Chapters 1-4 open 11/3 @ 8:00 am, closes 11/5 @ 11:30 pm (50 points) |
| WEEK 3  
11/6 – 11/12 | Chapter 5: Promotion Organization  
Chapter 6: Promotion Planning and Budgeting  
- Pre-work: Promotion objectives  
- Pre-work: Promotion budget  
- Pre-work: Promotion calendars | Pre-work assignment: Promotion objectives due in D2L DropBox, November 12 @ 11:30 pm (20 points)  
Pre-work assignment: Promotion budget due in D2L DropBox, November 12 @ 11:30 pm (20 points)  
Exam 2: Chapters 5 & 6 open 11/10 @ 8:00 am, closes 11/12 @ 11:30 pm (50 points) |
| WEEK 4  
11/13 – 11/19 | Chapter 7: Traditional Media  
Chapter 8: New Media | Pre-work assignment: Promotion calendars due in D2L DropBox, November 19 @ 11:30 pm (20 points)  
Exam 3: Chapters 7 & 8 open 11/17 @ 8:00 am, closes 11/19 @ 11:30 pm (50 points) |
| WEEK 5  
11/20 – 11/26 | THANKSGIVING HOLIDAY | THANKSGIVING HOLIDAY |
| WEEK 6  
11/27 – 12/3 | Chapter 9: Advertising  
- Pre-work: Print ad creative  
Chapter 10: Direct Marketing and Sales Promotion  
- Pre-work: Direct mail creative  
Chapter 11: Public Relations | Pre-work assignment: Print ad creative due in D2L DropBox, December 3 @ 11:30 pm (20 points)  
Pre-work assignment: Direct mail creative due in D2L DropBox, December 3 @ 11:30 pm (20 points) |
### WEEK 7
12/4 – 12/10
| Chapter 12: Personal Selling  
Chapter 13: Fashion Shows and Special Events  
Chapter 14: Visual Merchandising | Final Promotion Plan due in D2L DropBox, December 10 @ 11:30 pm  
(350 points)  
Service Learning Log due in D2L DropBox, December 10 @ 11:30 pm |

### WEEK 8
12/11 – 12/15
| FINAL EXAM  
Opens 12/11 @ 8:00 am, closes 12/13 @ 11:30 pm | Chapters 9-14  
50 points |

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### VI. Readings (Required and recommended—including texts, websites, articles, etc.):


### VII. Course Evaluations:

"Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:
1. Course and program improvement, planning, and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!"

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

### VIII. Student Ethics and Policy

Important course related policies:

- **Course Grades (Including WH), Policy 5.5**
- **Final Course Grade Appeals by Students, Policy 6.3**
- **Academic Accommodation for Students with Disabilities, Policy 6.1**
- **Appeal Procedure Relating to the Provision of accommodations for students with Disabilities, Policy 6.6**
- **Class Attendance, Policy 6.7**
- **Code of Student Conduct and Academic Integrity, Policy 10.4**

***Other SFA Policy Information***
IX. Resources

On-campus Resources:
SFASU Counseling Services • www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of E. College and Raguet) • 936-468-2401

SFASU Human Services Counseling Clinic • www.sfasu.edu/humanservices/139.asp
Human Services Room 202 • 936-468-1041

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

X. Other Relevant Course Information:

University Policies and Information---This class will adhere to all applicable university policies. Students should read and be familiar with these policies, found in the course syllabus and on the SFASU website.

Course Participation and Communication---Attendance and logging into Brightspace regularly is critical for success in a face-to-face, hybrid, or online course. Students are expected to come to class to participate in discussions and presentations. Likewise, students are expected to login to Brightspace to receive course announcements and email, retrieve posted documents, and check course grades. All assignments must be submitted as directed in the course syllabus, whether during class (F2F) or in the Brightspace Dropbox. Please do not wait until the last minute to ask questions about assignments that are due…emailing the instructor questions at the last minute could result in questions being unanswered and a missed deadline or poor grade.

My communication with you will be done almost entirely via Brightspace. I prefer that all course-related email be sent via the Brightspace Email tool; you are also welcome to email me at jrcupit@sfasu.edu. (Please note that Brightspace mail is NOT your @jacks.sfasu.edu account; Brightspace mail is contained within Brightspace.) My goal is not to let the online delivery medium isolate us from each other; on the contrary, I want it to work for us. Timely replies are essential to that goal. My policy is that an email received between Monday morning and Friday at noon will receive a reply within 24 hours (and often much sooner). Emails sent between Friday at noon and Sunday night will receive replies on the first weekday after they are received (i.e. if you send an email on Friday at 11 p.m., it might be Monday before you get an answer).

When communicating to the class as a whole (or defined subsets of students), I will use the News/Announcements feature in Brightspace. If I need to contact a student individually, I will send a message via Brightspace email. Students are highly encouraged to setup email and announcement notifications to ensure communications are not missed.

Assignments---To receive points for an assignment, it must be submitted as instructed, through the D2L Dropbox or in class. To receive credit, any work must have the student name prominently displayed. Any work submitted to the instructor for grading must be neat and professionally done, whether instructed to complete it by hand or digitally. Late work will automatically be penalized 5 points, even if it is only minutes late. It is your responsibility to submit your assignments on time…you are allowed adequate time to complete them. Missing work submitted more than one week after its original due date or during dead week will only be eligible for half credit. Absolutely no student work will be accepted after the last scheduled meeting time. In other words…no work may be submitted during finals week.

Exams---For exams taken electronically in D2L---you must complete the exam/quiz during the time which it is available in D2L. Please note that all exams/quizzes in D2L are timed and once the time expires, you will not be allowed to finish the exam or make any changes. Once the exam/quiz closes, you will no longer have access to it. If you fail to complete the exam during that window of time, you will receive a “0” for the exam/quiz grade.

According to university policy, serious personal illness or death in one’s immediate family are acceptable reasons for an exam to be missed. Zero points will be recorded for an exam when missed for unacceptable reasons. When an acceptable reason arises, to receive points, the student must notify the instructor PRIOR TO THE EXAM and provide
written documentation/proof for the reason upon returning to class. Only if these two requirements are met, the grade earned on the final exam will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final exam time. Any requests for other times for the final exam must be for legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP UNIT EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.