



Dillard College of Business Administration

SYLLABUS: Retailing

MKTG 4223 – Fall 2021

Section X10 – Online

Contact Information

Instructor: Dr. Phillip H. Wilson, Emeritus Associate Professor of Marketing

Office: Dr. Wilson is retired and teaches as an adjunct. He lives in Colorado and does not maintain an office in the Dillard Building. If you need to speak with him, please contact Ms. Trigg (940.397.4625) in the Department of Management and Marketing. She will schedule a time for video or telephone conferences.

Phone: If you wish to speak to Dr. Wilson via telephone, please send an email or contact Ms. Trigg (940.397.4625).

E-mail: phillip.wilson@msutexas.edu (This is the preferred e-mail address for Dr. Wilson. Please use this address rather than the one provided in D2L.)

Course Materials

Levy, Michael, Barton A. Weitz, and Dhruv Grewal (2019), *Retailing Management 10e*, Irwin-McGraw Hill: Boston. (Readings on Desire2Learn)

Course Description

An exploration and evaluation of the philosophy and techniques of modern retail merchandising; store location, traffic studies, store layouts and arrangements, store organization, merchandising budget system and store policies.

Course Prerequisite

MKTG 3723 – Principles of Marketing

Learning Goals

General Learning Goals

- Competency in writing for common business scenarios. Students shall submit written assignments in the appropriate professional format. Students will practice their writing skills in case and semester projects.
- Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. The store analysis project requires students to practice problem solving and decision-making skills.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals

After completing this course, students should:

- understand the unique challenges involved in retail management,

- know how to segment retail customers,
- possess the ability to make and analyze store design and store location decisions,
- appreciate the influence of the external environment on retail decisions,
- understand human resource management and store organization concerns,
- recognize the source(s) of competitive advantage in retailing,
- have the ability to build and price merchandise assortments, and
- have an appreciation of the influence of globalization and changing retail formats.

Course Content and Outline

- | | |
|---|---|
| <ul style="list-style-type: none"> I. The World of Retailing <ul style="list-style-type: none"> A. Introduction B. Types of Retailers C. Multichannel Retailing D. Customer Buying Behavior II. Retail Strategy <ul style="list-style-type: none"> A. Retail Market Strategy B. Financial Strategy C. Retail Locations D. Retail Site Locations E. Human Resource Management | <ul style="list-style-type: none"> F. Information Systems and Supply Chain Management G. Customer Relationship Management III. Merchandise Management <ul style="list-style-type: none"> A. Managing the Merchandise Planning Process B. Buying Merchandise C. Retail Pricing D. Retail Communications IV. Store Management <ul style="list-style-type: none"> A. Managing the Store B. Store Layout, Design, and Visual Merchandising C. Customer Service |
|---|---|

Grading and Evaluation

Student's performance assessed using the following methods.

Exams (4)

Each exam will consist of approximately 50 multiple-choice questions and several essay questions. Lectures, discussions, readings, and handouts are the focus of the examination questions. Absences on the date of the exam must be justified via a University excuse. A make-up exam date near the end of the semester will be determined.

Semester Project: Retail Safari

I want you to go shopping! For face-to-face sections the semester project is a normally a full day field trip to visit retailers in the Fort Worth and Southlake areas. Since this course is online, modifications are necessary. Students will select ten (10) retailers to visit in person.* Students will complete worksheets during their store visits. An in-depth report from the worksheets will then be prepared and submitted that recaps their impressions during the store visits. (During the fall semester store visits are conducted the Friday before Thanksgiving.)

The semester project is graded as if it was submitted to a board of director member of a leading retailer. *Prepare your project as if your next assignment, raise, promotion, or your job depended on it.* If your work is less than satisfactory, rest assured you will not receive the loan, new store to manage, a raise, or promotion.

*Provisions are available in the event physical retail visits are not possible.

Continuing Case Assignments and Questions

Students will select (or be assigned) four or five various mini-projects and questions from the Continuing Case Assignment sheet. Depending upon the material covered, the assignments may be cases, problems, or library work. Assignments must include correct spelling and grammar.

Exam and project points allocated using the following scheme.

Table 1: Points Allocation

Element	Points
Exam I	150
Exam II	150
Exam III	150
Exam IV	150
Mini-projects	200
Retail Safari	200
Total Points	1000

Grades assigned using the following scheme.

Table 2: Grading Scale

Letter Grade	Points Needed
A	900 or more
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

The grade ranges are firm. For example, a 799 is a "C". Thus you can assess the performance required prior to the semester paper and final exam. Semester grades will be reported through normal University channels with no exceptions.

The exercises will be graded as if it were submitted to retail management. Prepare your exercise as if your next raise, promotion, or your job depended on it. If your work is less than satisfactory, rest assured you will not earn the raise or promotion.

Other Related Policies

Missed Examination Policy

Only students with authorized absences (see University Class Attendance Policy) may make up missed examinations.

Class communication

Students should communicate with the instructor via his MSUTexas email address. I will provide course updates, readings, handouts, examination reviews, and other communication using Desire2Learn. Students may also check their grades via Desire2Learn.

Academic Integrity

With regard to academic honesty, refer to the "Student Honor Creed" of Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Americans with Disabilities Act

Efforts have been made to make this course ADA compliant. If there are difficulties accessing the course please contact Dr. Wilson. He will make efforts to accommodate student with accessibility concerns. Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. Students must present appropriate verification from Disability

Support Services (DSS).

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via Desire2Learn (D2L)

Additional Information

Grade Appeals:

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding long semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. **See the [Midwestern State University Student Handbook for University policy on grade appeal](#).**

Grade Changes

No grade except Incomplete is removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I

An incomplete is a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. *A student may remove a grade of I within 30 days by completing the stipulated work.*

Final Grades

Final grades are posted on WebWorld (Banner).

General policies

Exam Dates

Exam dates are firm. The student is responsible to have all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of success depends on the student. I view everyone as an "A" student until proven otherwise.

Assignments

Assignments are due on the specified due date. There is **no provision** for late work on any assignment. Plan and schedule to complete work early. Having your work completed on schedule is a key to early success in your business career.

Concealed Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to [the University's Concealed Carry webpage](#).

Tentative schedule (See attached.)

Schedule: Retailing

MKTG 4223-X10
Fall 2021

Table 3: Tentative Course Schedule

Date (week of)	Chapters and Readings	Discussion/Activity
Aug 23	Chapter 1	Course Introduction Introduction to the World of Retailing
Aug 30	Chapter 2 Chapter 3	Types of Retailers Multichannel Retailing
Sept 6	Labor Day – No Classes	
Sept 6	Chapter 4	Customer Buying Behavior
Sept 13	Chapter 5	Retail Market Strategy
Sept 17	Exam 1 Chapters 1, 2, 3, 4, 5, plus readings	Exam will open at 7:00 a.m. CDT and close at 10:00 p.m. CDT
Sept 20	Chapter 6	Financial Strategy
Sept 27	Last day for December graduates to file for graduation!	
Sept 27	Chapter 7	Retail Locations
Oct 4	Last day for May graduates to file for graduation!	
Oct 4	Chapter 8	Retail Site Locations
Oct 11	Chapter 9 Chapter 10	Human Resource Management Information Systems and Supply Chain Management
Oct 15	Exam 2 Chapters 6, 7, 8, 9, 10, plus readings	Exam will open at 7:00 a.m. CDT and close at 10:00 p.m. CDT
Oct 18	Chapter 11	Customer Relationship Management
Oct 25	Last day for “W” 4:00 p.m. Drops after this date will receive grades of “F”	
Oct 25	Chapter 12	Managing the Merchandise Planning Process
Nov 1	Chapter 13	Buying Merchandise
Nov 8	Chapter 14	Retail Pricing
Nov 15	Chapter 15	Retail Communication Mix
Nov 19	Exam 3 Chapters 11, 12, 13, 14, plus readings	Exam will open at 7:00 a.m. CST and close at 10:00 p.m. CST
Nov 22	Chapter 16	Managing the Store
Nov 24-26	Thanksgiving Holiday Begins	
Nov 29	Chapter 17 Chapter 18	Store Layout, Design, and Visual Merchandising Customer Service
Dec 6 (w/o)	Exam 4 Chapters 15, 16, 17, 18, plus readings	Exam will open at 7:00 a.m. CST and close at 10:00 p.m. CST Actual exam date TBD.
Dec 9	Retail Safari Assignment Due (5:00p.m. CST)	
Dec 11	Commencement	