Texas A&M University-Corpus Christi  
College of Business  
Course Syllabus for Retail Management

Course number: MKTG 3340  
Instructor: Dr. Jennifer Taylor  
Semester: Summer I 2020  
Office: 316 OCNR  
Location: TBD  
Office Telephone: (361)825-2498  
Email: jennifer.taylor@tamucc.edu  
Office Hours: by appointment

Course Description:
A managerial approach to retailing. Analysis and conceptualization of the relationship among channel of distribution members, emphasizing the merchandising function of retail store management. Introduce applications of electronic commerce to retailing practice. It will also address the shifting away from traditional brick-and-mortar buildings to online retailer and mobile retailing. Topics such as trade area evaluation, buying, layout, pricing, cost and expense analysis are considered.

Course Prerequisites:
- MKTG3310 and  
- Junior standing or above

Learning Objectives:
By the end of this course, the students will be able:
- To be able to discuss current retailing management strategies. (BBA Goal 1 Objective 1; Goal 2, Objective 1)  
- To understand the consumer buying behavior and how retailers can influence the process. (BBA Goal 2, Objective 1; Goal 3, Objective 1)  
- To identify and analyze the impact of the major influences on Retail Management including retailing strategy, merchandise management, human resources and store management. (BBA Goal 1, Objective 1; Goal 2, Objectives 1, 2, and 3; Goal 3, Objective 1, 2, and 3)
Course Requirements:

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>UNITS</th>
<th>POINTS PER UNIT</th>
<th>TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTICIPATION</strong></td>
<td></td>
<td></td>
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<tr>
<td>In-class Discussions and Activities</td>
<td>7</td>
<td>25</td>
<td>175</td>
</tr>
<tr>
<td><strong>ASSIGNMENTS</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Connect LearnSmart Assignments</td>
<td>12</td>
<td>15</td>
<td>180</td>
</tr>
<tr>
<td>Connect Simulations</td>
<td>5</td>
<td>30</td>
<td>150</td>
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<tr>
<td><strong>ASSESSMENTS</strong></td>
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<tr>
<td>Unit Exams</td>
<td>5</td>
<td>100</td>
<td>500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
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<td><strong>1005</strong></td>
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The student’s final grade will be strictly determined as follows:

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<thead>
<tr>
<th>Course Grade</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>A</td>
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<td>B</td>
<td>800-899</td>
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<tr>
<td>C</td>
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<tr>
<td>D</td>
<td>600-699</td>
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<tr>
<td>F</td>
<td>0-599</td>
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*Please note:* There is absolutely **NO ROUNCING** for this course. If you earn 899.999 points you have earned a B. Make sure you earn every point you can.

Required Materials:
  ISBN: 9781260165531

Connect Access is required for this course. You must have both the textbook (e-textbook or hardcover) AND the access code for Connect to complete this course. You are provided a direct link in Blackboard to purchase access directly from the publisher. The ISBN above will allow you to search for other providers (rental, loose-leaf, etc.) packaged with Connect.

Websites and Computer Resources:
- Blackboard: [https://bb9.tamu.cc.edu](https://bb9.tamu.cc.edu)
- McGraw-Hill Connect Access (link available in Blackboard)
Please note: The browser you use may cause formatting errors and glitches. It is recommended that you use Firefox to access these sites. You may access the course with a computer/tablet or mobile device.

**Course Policies:**
The course is designated as a 25-49% online-face-to-face hybrid course. There are 5 weekly units. Each week, one or two sessions will be online, meaning that you do not attend class on the designated online activity days. Please reference schedule below for exact dates of online activity days.

This is **NOT** a self-paced course. Each learning module has a deadline that is **STRICTLY** adhered to and absolutely **NO** late work will be accepted. That being said, you may “self-pace” yourself by working ahead, as most assignments (excluding exams) to be available from the first day of the term.

**McGraw-Hill Connect Access**
McGraw-Hill Connect Access is required for this course. You will complete LearnSmart assignments and Simulations in Connect each week. For each chapter you will complete a Chapter LearnSmart module. For each weekly unit, you will complete a Simulation. All assignments will be submitted on Blackboard. There are **NO MAKE UPS**. If you miss an assignment for any reason, you will get a zero.

**Exams**
There are five unit exams that are held at the end of each Week. These exams are multiple choice and true/false and cover the chapters that were covered during the week. Students are responsible for all reading assignments, regardless of whether a particular reading is fully covered during the discussions and/or assignments. Questions on exams will be taken from the reading assignments, lectures, handouts posted to Blackboard, assignments, videos and/or discussions. Examity is **NOT** required for the exams. However, these exams are timed and unless you have studied and know the material you will not pass the exams.

**Electronic Device Usage**
Computers or tablets are required to complete the course.

**Grading:**
It is important to note the following:

1. Assignments are auto-graded in Connect, so you will receive a grade as soon as you have completed the assignment. If you complete the work but don’t receive a grade then please email me, as this may indicate a technical issue.

2. Glitches happen. You may see a zero for in-progress assignments when the system doesn’t synch properly. If you can see your results in Connect then you are fine, just give the system about 24 hours to synch up. If 24 hours has passed, then be sure to send me an email.
3. You are responsible for assuring that your grades transfer properly. Check and double check blackboard to make sure your grades are accurate. If you see any discrepancies, then make sure to email me ASAP to correct the issue.

**Grading:** The student’s final grade will be strictly determined as follows:

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<td>F</td>
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</table>

**Please note:** There is absolutely **NO ROUNDING** for this course. If you earn 899 points you have earned a B. Make sure you earn every point you can.

**Absences**
To obtain an excused absence, contact the Student Affairs office and they will notify all your professors and the reason for it. Student athletes and students involved in other university-related activities should be sure their coaches or university representatives submit a notification of absence in order for their absences to be excused.

**Course Expectations:**
I expect the following from you during this course:

1. Ask for help when you need it.
   If you are unclear about anything, from understanding content to needing clarification of assignments or deadlines, then be sure to email me.
2. Don’t be late.
   Whether it is showing up to class on time or completing your assignments, I expect you to be prompt. I will not accept any late assignments, with the exception of documented medical emergencies.
   You are responsible for all due date information held in this syllabus and on blackboard.
3. Be nice and communicate like a professional.
   Kindness goes a long way. I expect you to treat me and your classmates with respect and courtesy. Emotion and humor do not translate well in online environments, so be very cautious in your word selection. I have a zero tolerance policy for aggressive, bullying or disrespectful behavior towards myself or your classmates.
4. Contact the help desk with any technical issues.
   Contact the IT Service Desk with any Blackboard issues at 361-825-2692 or ithelp@tamucc.edu. Contact Pearson for any MyLab Marketing issues: https://support.pearson.com/getsupport/s/contactsupport
In addition to my expectations, the College and/or University requires the following:

**Exam-Proctoring Fees**
This course may require the use of exam-proctoring involving third party charges. Exam-proctoring charges range from $1 - $50.00 per exam. Students are required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.

**Academic Integrity/Plagiarism**
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 9, 2018 is the last day to drop a class with an automatic grade of “W” this term.

**Preferred methods of scholarly citations**
APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

**Classroom/professional behavior**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.
Grade Appeals
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://academicaffairs.tamucc.edu/rules_procedures/. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Civil Rights Statement
Texas A&M University-Corpus Christi is committed to fostering a culture of caring and respect that is free from discrimination, relationship violence and sexual misconduct, and ensuring that all affected students have access to services. For information on reporting Civil Rights complaints and support resources, (including pregnancy support accommodations) or university policies and procedures, please contact the University Title IX Coordinator, Sam Ramirez (Samuel.Ramirez@tamucc.edu) or Deputy Title IX Coordinator, Rosie Ruiz (Rosie.Ruiz@tamucc.edu) at (361) 825-5826 or visit the TAMUCC website at http://edcs.tamucc.edu/titleIX/.
**Limits to Confidentiality.** Essays, journals and other materials submitted for this class are generally considered confidential pursuant to the University’s student record policies. However, students should be aware that University employees, including instructors, are not able to maintain confidentiality when it conflicts with their responsibility to report alleged or suspected civil rights discrimination that is observed by or made known to an employee in the course and scope of their employment. As the course instructor, I must report allegations of civil rights discrimination, including sexual assault, relationship violence, stalking, or sexual harassment to the Title IX Coordinator if you share it with me.

These reports will trigger contact with you from the Civil Rights/Title IX Compliance office who will inform you of your options and resources regarding the incident that you have shared. If you would like to talk about these incidents in a confidential setting, you are encouraged to make an appointment with counselors at the University Counseling Center ([https://counseling.tamucc.edu/](https://counseling.tamucc.edu/)).
**Schedule** (any changes will be announced in Blackboard)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>See Blackboard for Assignments due dates and times</th>
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</thead>
</table>
| 1    | 6/1  | Course Introduction  
Chapter 1: Introduction to the World of Retailing | |
|      | 6/2  | Chapter 2: Types of Retailers  
Chapter 3: Multichannel and Omnichannel Retailing | |
|      | 6/3  | **ONLINE ACTIVITY DAY:**  
Complete assignments in Connect | Chapter 1 LearnSmart  
Chapter 2 LearnSmart  
Chapter 3 LearnSmart  
Simulation 1: Customer Buyer Behavior |
|      | 6/4  | **ONLINE ACTIVITY DAY:**  
Exam 1 covering:  
Chapters 1, 2 and 3 | Exam 1 |
| 2    | 6/8  | Chapter 5: Retail Market Strategy | |
|      | 6/9  | Chapter 6: Financial Strategy | |
|      | 6/10 | **ONLINE ACTIVITY DAY:**  
Complete assignments in Connect | Chapter 5 LearnSmart  
Chapter 6 LearnSmart  
Simulation 2: Retail Strategy |
|      | 6/11 | **ONLINE ACTIVITY DAY:**  
Exam 1 covering:  
Chapters 5 and 6 | Exam 2 |
| 3    | 6/15 | Chapter 11: Managing the Merchandise Planning Process  
Chapter 12: Buying Merchandise | |
|      | 6/16 | Chapter 13: Retail Pricing | |
|      | 6/17 | ***GUEST SPEAKER*** | Chapter 11 LearnSmart  
Chapter 12 LearnSmart  
Chapter 13 LearnSmart  
Simulation 3: Pricing |
|      | 6/18 | **ONLINE ACTIVITY DAY:**  
Exam 3:  
Chapters 11, 12 and 13 | Exam 3 |
<table>
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<tr>
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<tbody>
<tr>
<td>4</td>
<td>6/22</td>
<td>Chapter 14: Retail Communication Mix</td>
</tr>
<tr>
<td></td>
<td>6/23</td>
<td>Chapter 16: Store Layout, Design and Visual Merchandising</td>
</tr>
</tbody>
</table>
| 6/24 | ONLINE ACTIVITY DAY: Complete assignments in Connect | Chapter 14 LearnSmart  
|      |       | Chapter 16 LearnSmart  
|      |       | Simulation 4: Planning and the Marketing Mix |
| 6/25 | ONLINE ACTIVITY DAY:  
Exam 4 covering:  
Chapters 14 and 16 | Exam 4 |
| 5 | 6/29  | Chapter 7: Retail Locations                   |
|   | 6/30  | Chapter 8: Retail Site Locations              |
| 7/1 | ONLINE ACTIVITY DAY: Complete assignments in Connect | Chapter 7 LearnSmart  
|      |       | Chapter 8 LearnSmart  
|      |       | Simulation 5: Segmentation                    |
| 7/2 | ONLINE ACTIVITY DAY:  
Exam 5 covering:  
Chapters 7 and 8 | Exam 5 |