



MARK 5365.060 Retail Management

10/13/25 to 12/6/25



Welcome

Welcome to Retail Management, a course that focuses on retail management issues and retail consulting. Class sessions will meet asynchronously online via Canvas with defined due dates for assignments. Each module provides you with information about how retail organizations use marketing to accomplish retail objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with retail knowledge, ideas, and feedback that will help you better understand the important concepts relevant to the retailing industry and consulting.



Course Overview

You will learn about several important content areas of retailing and retail management throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these concepts. This course should broaden your understanding of the retail industry, customer service, visual merchandising, omnichannel retailing, and retail strategy. You will have opportunities to participate in real-world experiential learning with retail assignments to apply concepts learned through the course to retail businesses from a retail consulting perspective.

REQUIRED TEXT: There is no required textbook for this course. Lecture videos and scholarly research articles will be the source of content in this course.

REQUIRED EQUIPMENT: A camera for proctoring of midterm and final exams (either built into computer or attached).

Professor Corner

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Professor of Marketing
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Office Hours:
In person Wednesdays & Thursdays
8:30am-1:30pm

Other days and times (days, nights & weekends) at your convenience in person, by phone, or via Zoom

Course is delivered asynchronously
(not live) on Canvas

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Course Learning Outcomes

This course provides you with the following learning opportunities:

- Identify key issues in the retail industry
- Evaluate customer service delivery in a retail business
- Analyze visual merchandising strategies of competing retail businesses
- Demonstrate critical thinking by creating appropriate retail strategies
- Develop retail consulting skills through professional reports and presentations

Assignment Overview

Retail Consulting Assignments: You are responsible for completing five retail consulting assignments. It is critical that you review my retail consulting lecture videos as well as the module lecture videos to understand the marketing concepts and assignment expectations. For each of these assignments, the premise is that you have been hired as a retail consultant to create either a written report or presentation on a specific topic relevant to retail organizations. As such, your reports/presentations should be professional in appearance and integrate marketing and retailing terminology and theory whenever possible to demonstrate your consulting expertise. You are permitted to use AI on these assignments, but no more than 50% can be AI-generated content. You are required to add a comment when you submit your assignment about how you used AI. You may work ahead on your assignments but each assignment will have defined due dates posted in the Course Schedule and on Canvas. The specific learning objectives and deliverables will be included in each of the assignment instructions on Canvas.

Retail Consulting Assignment #1 – Retail Industry Overview

Retail Consulting Assignment #2 – Customer Service

Retail Consulting Assignment #3 – Visual Merchandising

Retail Consulting Assignment #4 – Omnichannel Retailing

Retail Consulting Assignment #5 – Retail Strategy

Midterm and Final Exams: We will have two essay exams to assess your mastery of core retailing concepts. The content for these exams will be the lecture videos and research articles in each of the covered modules for the exam. These exams ask you to critically reflect on what you have learned and apply those concepts with the expected level of knowledge and analysis expected of a marketing consultant. LockDown Browser and Respondus Monitor Proctoring will be used for the Midterm Exam and the Final Exam. You may use one sheet of 8x11 paper (both sides) for notes (handwritten or typed) as a resource during the exam, but you are NOT permitted to use any form of Artificial Intelligence (AI) or plagiarism on these exams. I will be checking for plagiarism and AI and it will result in a failing grade for the course and the incident will be reported to the university for academic dishonesty. You will have 120 minutes to complete each exam. It is important to watch my lecture videos because this is where you will learn the content

required for the exams and assignments. Peer-reviewed scholarly research articles will also be included in the modules and you are responsible for understanding the research and retail implications of the research findings. Copying any questions or answers on the exams or discussing any questions with other students is considered cheating and academic dishonesty.

Exam Proctoring

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.

Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

LockDown Download Instructions

- Select a quiz from the course (**Practice Quiz must be completed in Module 1 PRIOR to any quiz or exam**)
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions
- Return to the quiz page in a standard browser
- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines for Proctored Exams:

When taking an online exam, follow these guidelines:

- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
 - Avoid wearing baseball caps or hats with brims
 - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
 - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
 - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- **Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted**

Getting Help with Lockdown Browser and Respondus Monitor:

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you used to resolve it.

Evaluation

Retail Assignment #1 Retail Industry Overview	100
Retail Assignment #2 Customer Service	100
Retail Assignment #3 Visual Merchandising	100
Retail Assignment #4 Omnichannel Retailing	100
Retail Assignment #5 Retail Strategy	100
Midterm Exam (Modules 1, 2, & 3)	100
Final Exam (Chapters 4, 5, 6, & 7)	100
Total Possible Points	700

A= 627-700 points (89.6%-100%), B= 557-626 points (79.5%-89.4%), C= 487-556 points (69.5%-79.4%), D= 417-486 points (59.6%-69.4%), F= 0-416 points (0%-59.4%)

*Please note that I already use rounding to determine the final course grade, so no additional points will be added.

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me **prior** to the due date and let me know that you need special consideration for approval to submit the assignment after the due date.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus

For all other university syllabus policies, please refer to the Syllabus module in Canvas.

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Course Schedule

**Each Module opens one week early to give you added flexibility with your assignments, so please plan your work and personal obligations accordingly.

Module	Dates	Topics	Chapters/Exams/Assignments – DUE 11:59 P.M. CST ON LAST DAY OF MODULE
1	10/13-10/19	Retailing Overview, Retail Consulting	<i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Retailing Overview and Retail Consulting <i>Watch Video lecture</i> Retail Consulting Assignment #1 Retail Consulting Assignment#1 due Sunday, October 19th
2	10/20-10/26	Retail Industry, Customer Service, Retail Consulting	<i>Watch Video lecture</i> Retail Industry and Customer Service <i>Watch Video lecture</i> Retail Consulting Assignment #2 Retail Consulting Assignment# 2 due Sunday, October 26th
3	10/27 – 11/2	Visual Merchandising, Retail Consulting	<i>Watch Video lecture</i> – Visual Merchandising <i>Watch Video lecture</i> Retail Consulting Assignment #3 Retail Consulting Assignment #3 due Sunday, November 2nd
4	11/3 –11/9	Store Atmospherics, Omni-Channel Retailing, Retail Consulting, Knowledge Comprehension	<i>Watch Video lecture</i> – Store Atmospherics and Omni-Channel Retailing <i>Watch Video lecture</i> Retail Consulting Assignment #4 Practice Quiz must be completed PRIOR to Midterm Exam Midterm Exam (Retailing Overview, Retail Consulting, Retail Industry, Customer Service, Visual Merchandising) essay exam due no later than 11:59 p.m. CST Sunday, November 9th
5	11/10 –11/16	Managing the Merchandise Planning and Buying Process, Retail Consulting	<i>Watch Video lecture</i> – Merchandise Planning <i>Watch Video lecture</i> Retail Consulting Assignment #5 Retail Consulting Assignment #4 due Sunday, November 16th
6	11/17-11/23	Retail Strategy	<i>Watch Video lecture</i> – Retail Strategy <i>Watch Video lecture</i> Retail Consulting Assignment #6 Retail Consulting Assignment #5 due Sunday, November 23rd
	11/24-11/30		University Fall Break
7	12/1 – 12/6	Retail Store Management Issues, Knowledge Comprehension	<i>Watch Video lecture</i> – Retail Store Management Issues Final Exam (Store Atmospherics, Omni-Channel Retailing, Merchandising Buying and Planning Process, Retail Strategy, Retail Store Management Issues) essay exam due no later than 11:59 p.m. CST SATURDAY, December 6th