UNIVERSITY OF TEXAS AT TYLER

RETAILING IN THE 21st CENTURY

COURSE: MARK 3325 Retailing in the 21st Century (Online Class)

DURATION: Start Date: 6/02/2025
               End Date: 7/05/2025

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TEXTBOOK: Retailing Management, 11th Edition: Levy, Weitz and Grewal. McGraw
               Hill Publication

               ISBN: 9781264157440; 1264157444

               Discussion articles/videos and other supplemental materials will be posted
               on Canvas.

COURSE OVERVIEW AND OBJECTIVES:

This course is designed to develop your conceptual understanding and practical skills in the dynamic field of retail management. This course will explore contemporary retail strategies, technologies, and best practices shaping today's consumer-driven marketplace. By the end of the course, you will:

1. Understand the modern retail environment, including the strategic role of digital, mobile, and omnichannel platforms.
2. Analyze consumer behavior and apply insights to retail decision-making and personalization strategies.
3. Develop an understanding of core retail strategies including pricing, branding, and customer relationship management.
4. Explore how technology, supply chains, and data analytics contribute to a retailer's competitive advantage.

5. Examine effective store design, merchandising, and communication strategies for engaging today's consumer.

The course emphasizes both a) core retailing frameworks and industry trends, and b) practical application of these concepts to current retail scenarios. Course materials and assignments will draw from current research, real-world case studies, industry videos, and your own retail experiences and insights.

The course content is presented in different modules with each module containing the content to be covered during the assigned week. Class content/assignments will include the following: a narrated PowerPoint series, smart chapter assignments, multiple-choice quizzes, 1 group project, and one final exam. The Course Schedule uploaded on Canvas contains the detailed schedule of the course with the due dates for each assignment. Here is a brief description of what each type of course activity constitutes:

PowerPoint Series: I will post one or more narrated Power Point slideshows for each module/chapter. I encourage you to listen to the slideshows before you read the chapters. Please be aware that these slideshows will help highlight important points about the topic but are not intended to replace the reading material in the textbook.

Smart Book Assignments. There will be 10 smart book assignments from Connect that will help you get a better and thorough understanding of the chapters. Each assignment will be worth 10 points. You will be able to finish these assignments after you read through the chapter. You can finish the assignments any time before its deadline. More information is available on Canvas.

Quizzes. There will be 4 covering the required reading material (textbook, power point slides, and/or readings) for the corresponding week(s). Each quiz will be worth 10 points and consist of multiple-choice questions. You can take a quiz at any time before its deadline; the time you can spend on a quiz (once started) is unlimited. However, once you started the quiz you should complete it because there will be no option to exit it and return to it. I WILL NOT REOPEN A QUIZ FOR YOU AND YOU WILL LOSE POINTS.

Class Project. This assignment will be completed with your smaller Group Assignment group.

This Assignment is meant to give brief hands-on exposure and/or practice in key topic areas. The exercise will require advanced preparation, including reading the corresponding book chapters as well as doing online research. Group members need to coordinate their interaction on their own (distribute parts of assignment, do research, editing, proofreading, etc.). You may use any means of communication that are more convenient for you and your group members.

One document per group with a completed assignment needs to be submitted on Canvas by the deadline under Group Exercise.

Exams. There will be 1 multiple choice final exam offered through the services of Respondus. You do not need to register in advance to complete the exams; they are accessed through the course Canvas page.

Instructions for Lockdown Browser and Respondus:

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

Download Instructions

- Select a quiz from the course
- 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
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:
o Avoid wearing baseball caps or hats with brims

- o 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
- o If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
- o 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
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 took to resolve it

GRADE DISTRIBUTION:

Course Activity	Quantity	Individual/Group	Grade Value
Quizzes	4	Individual	20%
Smart Chapter Assignments	10	Individual	20%
Group Project	1	Group	30%
Exam 1	1	Individual	30%
TOTAL:			100%

Scale for final letter: A (90-100); B (80-89.99); C (70-79.99); D (60-69.99); and F (Below 60).

- I do not round grades up.
- I do not allow make-up work.
- I do not accept late work.
- I do not provide extra credit opportunities.

TECHNICAL SUPPORT:

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu. When you email IT Support, include a complete description of your question or problem including:

- ☐ The title and number of the course
- ☐ The page in question
- ☐ If you get an error message, a description and message number
- ☐ What you were doing at the time you got the error message You may also visit Distance Education FAQs for helpful information.

GENERAL UT TYLER ACADEMIC POLICIES:

See below or access at http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf

STUDENTS RIGHTS AND RESPONSIBILITIES

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www.uttyler.edu/wellness/rightsresponsibilities.php

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.uttyler.edu/about/campuscarry/index.php.

DISABILITY SERVICES

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. If you are unsure if the above criteria apply to you, or have questions or concerns, please contact the SAR office.