COURSE NUMBER: MARK 3325.060

COURSE TITLE: Retailing in the 21st Century

INSTRUCTOR: Dr. Kerri M. Camp


You have the option to purchase earlier editions. However, chapters may differ, or be unavailable, as well as content may be changed, added, or deleted. You will be responsible to locate the updated information to complete your assignments and take the exams.

COURSE DESCRIPTION: Fundamental operations of retail institutions. Consideration is given to store location, merchandising, sales promotion, inventory control, and store organization.

PREREQUISITE: MARK 3311

COURSE OBJECTIVES:
1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:
By the end of this course, the student should understand and apply retailing knowledge with regard to:
   1. A student should be able to explain what is meant by retailing.
   2. The student should be able to describe an ERP system and list its uses.
   3. Students should be able to demonstrate their understanding of retailing by completing a retail project.

2. OUTCOMES FOR STUDENTS TO SUCCESSFULLY COMPLETE THIS COURSE INCLUDE:
   1. Thorough knowledge of retailing principles will be demonstrated through examinations and the retail project.
   2. Development of an innovative and effective retail project through a written report.

CLASS MEETING: Asynchronous online class format. Assignments and exams will have defined due dates and time frames.

TEACHING METHOD: lecture, course materials, projects, and assignments
OFFICE HOURS: Online office hours Wednesdays 12-3 p.m. and other times by appointment. Available by, email, phone, Blackboard IM chat, or in my office with an appointment.

OFFICE & TELEPHONE NUMBER: BUS 128, 903.565.5660, kcamp@uttyler.edu
*If you need to talk with me on the telephone and I do not answer the office phone, please email me and leave your phone number to receive the fastest response. I try to respond to all emails within 24 hours during the week, and I try to respond to emails received during the weekend as well, but sometimes I cannot due to other commitments. Be sure to use your full name in the email and state that you are in MARK 3325.

E-MAIL COMMUNICATION: To protect the privacy of students the university requires that all e-mail communication with students be conducted through the University Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

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://www2.uttyler.edu/wellness/rightsresponsibilities.php

Academic Integrity
Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to http://www.uttyler.edu/catalog/10-12/1491.htm to review the Academic Standards of Conduct.

TOPICS COVERED: This syllabus provides a general plan/schedule for this course. Based on the discretion of the instructor, deviations from the course schedule may be necessary. You will be given sufficient notice before any changes are made to the syllabus. You will be notified of all changes. You can work ahead on all Discussion Boards, Retail Applications Assignments, SAP Assignments, and Retail Project.

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<thead>
<tr>
<th>Module</th>
<th>Date</th>
<th>Topics</th>
<th>Readings/Assignments</th>
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<tr>
<td>1</td>
<td>August 25</td>
<td>Course Introduction, retail overview</td>
<td>Video: Course Introduction Video lecture: Chapter 1 – Introduction to the World of Retailing</td>
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<tr>
<td>2</td>
<td>September 1</td>
<td>Retail industry and strategy</td>
<td>Video lecture: Chapter 2 – Types of Retailers and Chapter 5- Retail Market Strategy Discussion Board 1 Due by 11:59 PM CST Sept 7th</td>
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<td>3</td>
<td>September 8</td>
<td>Retail merchandising</td>
<td>Video lecture: Chapter 17- Store Layout, Design, and Visual Merchandising Census Date (10th class day)</td>
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<td>4</td>
<td>September 15</td>
<td>SAP – Enterprise Resource Planning</td>
<td>Video lecture: Introduction to SAP Discussion Board 2 Due by 11:59 PM CST Sept 21st</td>
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<td>Module</td>
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<td>5</td>
<td>September 22</td>
<td>Customer service</td>
<td>Video lecture: Chapter 18- Customer Service</td>
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<td>6</td>
<td>September 29</td>
<td>Knowledge comprehension</td>
<td>Exam I – Chapters 1, 2, 5, 17 and 18 (Exam opens at 12:01 AM CST Sept 30th and closes at 11:59 PM CST Oct 5th)</td>
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<td>7</td>
<td>October 6</td>
<td>Merchandising Customer service</td>
<td>Video lecture: Chapter 10 – Information Systems and Supply Chain Management</td>
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<td>SAP Assignment 1 Due by 11:59 PM CST Oct 12th</td>
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<td>8</td>
<td>October 13</td>
<td>Customer Relationship Management</td>
<td>Video lecture: Chapter 11 – Customer Relationship Management</td>
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<td>9</td>
<td>October 20</td>
<td>Merchandise planning</td>
<td>Video lecture: Chapter 12 – Managing the Merchandise Planning Process</td>
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<td>SAP Assignment 2 Due by 11:59 PM CST Oct 26th</td>
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<td>10</td>
<td>October 27</td>
<td>Merchandise buying</td>
<td>Video lecture: Chapter 13– Buying Merchandise</td>
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<td>11</td>
<td>November 3</td>
<td>Knowledge comprehension</td>
<td>Exam II – Chapters 10, 11, 12, and 13 (Exam opens Nov 3rd at 12:01 CST and closes November 9th at 11:59 p.m. CST)</td>
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<td>12</td>
<td>November 10</td>
<td>Location</td>
<td>Video lecture: Chapter 7 – Retail Locations</td>
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<td>Retail Project Written Assignment Due by 11:59 PM CST Nov 16th</td>
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<td>13</td>
<td>November 17</td>
<td>Site selection</td>
<td>Video lecture: Chapter 8 – Retail Site Location</td>
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<td>SAP Assignment 3 Due by 11:59 PM CST Nov 23rd</td>
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<td>14</td>
<td>November 24</td>
<td>Pricing</td>
<td>Video lecture: Chapter 14– Retail Pricing</td>
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<td>SAP Assignment 4 Due by 11:59 PM CST Nov 30th</td>
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<td>15</td>
<td>December 1</td>
<td>Retail Management</td>
<td>Video lecture: Chapter 16 – Managing the Store</td>
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<td>16</td>
<td>December 1-10th</td>
<td>Knowledge comprehension</td>
<td>EXAM III – Chapters 7, 8, 14, and 16 (Exam opens December 1st at 12:01 a.m. CST and closes December 10th at 11:59 pm CST)</td>
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**Acceptance of Late Work:**
Assignments are due prior to the hour (ex. due by 11:59 PM Central Standard Time) on the date specified. Therefore, work will be considered late if it is received at any point during the hour (ex. received at 12:00 a.m. Central Standard Time). Work that is late will be assessed an AUTOMATIC LETTER GRADE DEDUCTION for that first day. The work will be assessed additional letter grade reduction for each additional day. Each following date will begin at 12:00 a.m. Central Standard Time.
**Makeup Exams:**
Makeup exams will be given for *documented excuses only*, which are subject to the instructor’s approval. Any request for a change resulting in an alternate time for an exam will need to be pre-approved prior to the exam in question. Whenever possible, every effort should be made to take the exam as scheduled.

**EVALUATION:**

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<thead>
<tr>
<th>Exams</th>
<th>Exam I</th>
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<td>Exam II</td>
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<td>Exam III</td>
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<td>Discussion Boards</td>
<td>Discussion Board 1</td>
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<tr>
<td></td>
<td>Discussion Board 2</td>
<td>20</td>
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<tr>
<td>Retail Project:</td>
<td>Written Report*</td>
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<tr>
<td>SAP Assignments:</td>
<td>SAP Assignment 1</td>
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<td>SAP Assignment 2</td>
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<td></td>
<td>SAP Assignment 3</td>
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<td>SAP Assignment 4</td>
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Total Possible Points 480

*It is recommended that students utilize the University Writing Center if necessary.

**Exams:** Each exam has 50 multiple choice questions. You are permitted to use your notes and/or textbook, but you only have 90 minutes to complete the exam once you begin, so be sure you are prepared. You are NOT permitted to copy or screen capture any portion of the exam or discuss the exam with any other student. Any cheating will result in disciplinary actions.

**Discussion Boards:** You will be randomly assigned to small group discussions for your Discussion Boards. The Discussion Board Grading Rubric will be used to evaluate your contributions.

**Retail Project:** You will be conducting a consulting project during this course, and will select your own consulting project from the list that is provided to you. This project can be completed individually or you may submit the assignment in groups of 2-3 students (you select your own group). Refer to the Retail Project Assignment Instructions on Blackboard.

**SAP Assignments:** Refer to assignment instructions posted in the Assignments section of Blackboard. You may download the SAP GUI on your personal computer or use the computers at UT Tyler in the BGC/UTT Retail Enterprises Lab in BUS 151. The instructions are on Blackboard. **There is nothing to turn in for these assignments** since my TA will log into SAP to check your assignment completion. You may choose to complete these assignments before the due date specified. **My TA is responsible for all questions and grading of the SAP assignments and the TA can assist you in your completion of these assignments.** If you still have questions or concerns exist after you have worked with my TA on these assignments, please contact me. You ARE permitted to work with other students to facilitate learning, however you must complete each assignment yourself. Please refer to Blackboard for the hours the Retail Enterprises Lab will be open.
COLLEGE OF BUSINESS STATEMENT OF ETHICS:
The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

Grade Replacement/Forgiveness and Census Date Policies
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at [http://www.uttyler.edu/registrar](http://www.uttyler.edu/registrar).

Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for
the specific date).
Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Accommodation
Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. 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, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@utt Tyler.edu

Student Absence due to Religious Observance
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

SOCIAL SECURITY AND FERPA STATEMENT:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.
TECHNICAL INFORMATION

Technical Support
If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttler.edu

When you email IT Support, be sure to 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 the Help Tab in Blackboard for useful information or check out On Demand Learning Center for Students http://ondemand.blackboard.com/students.htm.

Plug-ins and Helper Applications
UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

- **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. http://get.adobe.com/flashplayer/
- **Windows Media Player** allows you to view, listen and download streaming video and audio http://windows.microsoft.com/en-US/windows/products/windows-media-player

Netiquette Guide
“Netiquette” is network etiquette, the do’s and don’ts of online communication. Netiquette covers both common courtesy online and informal “rules of the road” of cyberspace. Review and familiarize yourself with the guidelines provided.
URL: http://www.learnthenet.com/learn-about/netiquette/index.php