

Retail Management Syllabus

Dixie State University
School of Business
MKTG/3900 Retail Management
 (3 Semester Credits)
Fall 2013

Prerequisite – MKTG/3010 Marketing Principles

Faculty	<hr/> Professor: Don Fisher Office: Udvar-Hazy #337 Telephone: 951-847-8031 E-mail: fisher@dixie.edu Office Hours: Tuesday 4:00pm – 5:00pm
Days/Time	<hr/> Tuesday: 5:15pm – 7:45pm Class Room: 242
Text	<hr/> Dunne, Lusch, Carver, <u>Retailing</u> 8 th ed., c.2014. South-Western, Cengage Learning.
Course Description	<hr/> Retailing is a combination of activities involved in selling goods and services directly to the final consumer for personal or household use. This course will present an integrated approach to retail management. Many activities of retail establishments will be explored including but not limited to: retail strategy development, understanding the customer, retail information systems, market and location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws and ethics, and retail tactics.
Objectives	<hr/> Upon successful completion of this course you should be able to: <ul style="list-style-type: none"> • Analyze and apply the principles of effective retail management. • Recognize and appreciate the differences between well-run and poorly run retail operations. Optimizing operations. • Understand retail strategies and tactics employed in running a retail operation. • Distinguish between ethical and unethical decisions in retail business situations. The Purpose of mission statements and ethics statements. • Demonstrate knowledge of the measurement tools common to a retail enterprise. • Identify careers and opportunities in retailing <hr/>

Classroom Format

At times, I will give lectures that follow the text, at other times they will deviate substantially. Many classes will be centered on discussion and/or other exercises that require your active participation.

Class Participation

Participation in class is important and regular attendance is expected. Come to class **on time** and **prepared**. Read the text and think about the material. You are encouraged to bring up current events related to the course content for discussion.

Class attendance will be recorded and taken into account in the "class participation" portion of your grade. If you miss a class, it is your responsibility to get notes from someone who attended.

You are expected to be considerate of others in the classroom. Rude and other non-appropriate behavior will not be tolerated.

Late assignments will incur a late penalty.

Ground Rules

The following ground rules will be utilized during classes:

- ✓ Come to class on time and prepared
- ✓ Turn off cellular phones
- ✓ Everyone participates
- ✓ One person speaks at a time
- ✓ Respect each other's opinion
- ✓ Stay focused
- ✓ Limit side conversations

Classroom expectations: It is the responsibility of an instructor to manage the classroom environment to ensure a good learning climate for all students. This means not talking when the teacher is talking, following instructions, and speaking and acting respectfully to the professor and fellow students. If your behavior is disruptive, I will first let you know verbally that you are behaving inappropriately. If it continues, I will send you written notice that your behavior must change. As a last resort, I will drop you from the class. For more details, please see the disruptive behavior policy at: <http://www.dixie.edu/humanres/policy/sec3/334.html>

Academic and Personal Integrity

The Dixie State's policy on academic integrity can be found at Dixie.edu/humanres/policy/sec3/334.html
Policy for Absences – Dixie.edu/humanres/policy/sec5.523.html
Important links:

IT Student Help Desk – Dixie.edu/helpdesk

Library – library.dixie.edu

Testing Center – Dixie.edu/testing

Tutoring Center – Dixie.edu/tutoring
Writing Center – Dixie.edu/English/dsc_writing_center.php

Academic integrity: I believe that most students are honest, and I don't want to punish everyone for the few that aren't. However, I will not tolerate cheating, and if I discover that it has occurred, a zero grade will be given for that assignment or exam, and you will not be allowed to make it up. Repeated or aggravated offenses will result in failing the course. Any time you take credit for work you did not do, you are cheating. This includes getting the answers to homework problems from someone else, copying information from a library or internet source and presenting it as if it were your own words (plagiarism), looking at someone else's answers on an exam, and asking someone who has already taken a test about what questions it contains. I have tried to design assignments and exams to minimize the temptation to cheat, but it is not my job to prevent you from cheating. If you cheat and are not caught, it doesn't mean that you "beat the system." It means you violated the Student Code and forfeited your integrity, whether or not you are caught. You will pay the price, sooner or later. (See "Student Code" <http://www.dixie.edu/humanres/policy/sec5/533.html#appeals>).

ADA INFORMATION:

If you are a student with a medical, psychological or a learning difference, or think you might be, and wish to request reasonable academic accommodations due to this disability, you must provide an official request of accommodation to your Professor(s) from the Disability Resource Center within the first two weeks of the beginning of classes. Students are to contact the Center on the main campus to follow through with, and receive assistance in the documentation process to determine the appropriate accommodations related to their disability. You may call (435) 652-7516 or visit the Disability Resource Center (SSC, room 201) for an appointment and further information regarding the Americans with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973." Dixie.edu/drcenter

DMAIL SYLLABUS STATEMENT:

Important class and college information will be sent to your dmail email account. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a dmail email account. If you don't know your user name and password, go to www.dixie.edu and select

“dmail,” for complete instructions. You will be held responsible for information sent to your dmail email, so please check it often.

Disability Accommodations: Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator (Baako Wahabu) for eligibility determination. Proper documentation of impairment is required in order to receive services or accommodations. DRC is located in the North Plaza Building. Visit or call 652-7516 to schedule appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

College resources: Several college resources are available to help you succeed. Check out the links for each one to get more information.

If you need help understanding the content of your courses, go to the Tutoring Center located on the 4th floor of the Holland Centennial Commons in Room 431. You can visit them online at <http://dsc.dixie.edu/tutoring/>

If you need help writing papers, go to the Writing Center on the fourth floor of the Holland Centennial Commons in room 421. You can also visit them online at http://new.dixie.edu/english/dsc_writing_center.php

If you need to use a computer to do schoolwork on campus, go to the Computer Center in the Smith Computer Center or the Library basement.

If you are assigned to take a test in the Testing Center, go to the North Plaza. You can get information on their website at <http://new.dixie.edu/testing/>

The Library has all kinds of information and resources. Visit the Dixie State College Library on the 2nd, and 3rd floors of the Holland Centennial Commons, or go to the library website at <http://library.dixie.edu/>

Exams

There will be 5 exams (multiple choice, true/false and/or essay) covering from 1 - 6 chapters per exam. The exams are **non-comprehensive**. The exams may cover all material from class as well as in the relevant chapters, whether or not it is covered in class. **NO MAKEUP EXAMS WILL BE GIVEN FOR ANY REASON.** If you have to be absent during a test date, let me know well in advance so that arrangements can be made for you to take the test before the absence.

Comprehensive Final

Because there are no makeup exams, a missed exam will be covered through the use of a single **comprehensive final**. All persons missing a regular exam will receive a zero for the missed exam. If you miss an exam or want to improve a score, you must take the comprehensive final to replace the zero or low score for the

missed or low score exam. The points on the final will depend on which exam you missed or are replacing. To avoid this difficult comprehensive final, it is recommended that you study and take the regular exams on time.

Extra Credit

Opportunities may be provided to receive “extra credit”. If you do not turn in the extra credit assignment when due, you will lose out on the opportunity to benefit.

Grades

Grades will be assigned on a 1,000 point basis as follows:

Area	# of Points
5 Exams @ 100 points each/and Final	500
Semester Project (100 points) and Presentation (100 points)	200
Article Review	75
Case Analysis	100
Mini Responses	25
Class Participation/Attendance	100
<i>TOTAL</i>	<u>1,000</u>

Scale

Letter grades will be assigned according to the following scale:

A = 930 to 1,000	C+ = 770 to 799
A- = 900 to 929	C = 700 to 769
B+ = 870 to 899	D = 600 to 699
B = 830 to 869	F = Below 600
B- = 800 to 829	

- 1) **Semester Project – This will be a group project (4-6 students per group) and a retailer (from St. George) will be assigned to your group to work up a retail strategy development plan for improvements to the operation. The presentation of the plan will take place in class and include representatives from the retailer to see the presentation.**

- 2) **Article Review – You (one or two students) will have the opportunity to research peer-reviewed articles and present a review of an article to the class on the subject of retail management.**

3) Case Analysis – The teacher will assign a retail management case study to students for analysis. A written paper and class presentation will be required. One to three students may work together on the case analysis.

4) Mini-Responses – A topic chosen by the teacher will be handed out during class breaks. The student will have the break time to prepare a response to the question and present the response to the class.

5) Participation – Attendance and discussion in class is required. There is a total of 100 points to be earned for participation.

Class Schedule
 MGMT/3900 – Retail Management
 Fall Semester - 2013

<u>Date</u>	<u>Chapter</u>	<u>Assignment due dates, etc.</u>	<u>TESTS</u>
Aug. 20	Intro	Article Review	
Aug. 27	1	Perspectives on Retailing	
Sept. 3	2	Retail Strategic Planning And Operation's Management	Chap. 1 & 2
Sept. 10	3	Retail Customers	
Sept. 17	4	Mini-Responses Evaluating the Competition in Retailing	
Sept. 24	5	Managing the Supply Chain	
Oct. 1	6	Legal and Ethical Behavior	Chap. 3 – 6
Oct. 8	7	Market Selection and Location Analysis	Chap. 7
Oct. 15	8	Managing a Retailer's Finance	
Oct. 22	9	Introduction to Presentations/Project Set up teams Merchandise Buying and Handling	
Oct. 29	10	Retail Pricing	
Nov. 5	11	Case Studies Advertising and Promotion	
Nov. 12	12	Customer Services and Retail Selling	

Nov. 19	13	Store Layout and Design	Chap. 8 – 13
Nov. 26	14	Reframing Retail Strategy	Chap. 14
Dec. 3	-	Presentations	
Dec. 10	-	Final Exam (5PM – 7PM)	