# PRINCIPLES OF RETAILING

## RETL J265    December 27 – January 16

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**Office Hours:** In person: By appointment.  Virtual: Feel free to email anytime.

**RETL J265** is designed to introduce the student to basic concepts in the business of retail management.  Areas covered in this course include strategic planning, operations management, market selection & location analysis, advertising & promotion, customer service, and retail selling. No prerequisite.

## Teaching Philosophy:

Recognizing that a meaningful education involves a combination of experiences, it is my responsibility to foster an environment in which students have the opportunity to become lifelong learners.  Toward that end, I will assist students in connecting knowledge and skills from multiple sources and experiences over time.  All activities will be conducted in an atmosphere of friendly participation and interaction among colleagues, recognizing and appreciating the unique experiences, observations, and point of view each student brings.  Students are expected to apply the highest academic standards to each course—including reading assigned materials, timely completing projects, and participating meaningfully in online discussions and activities—and treating others with dignity and respect.

## Learning Outcomes

Through readings, lectures, and activities in this course, you should be able to: 1. Explain the role of retailing as an important element in the U.S. economy and identify key areas of retail management; 2. Integrate concepts of strategic planning, retail operations, and store organization and demonstrate competencies in business planning, management, and promotion of retail businesses; 3. Identify and evaluate current issues affecting specific retailers and the retail industry as a whole; and 4. Anticipate retail management challenges and maximize profit through strategic planning and applying best practices in retailing.

## Materials

Levy, Weitz, & Grewal (2019).  Retailing Management, 10th Edition, McGraw Hill, ISBN# 978-1-259-57308-8 available at Russell House Bookstore.  Alternatively, you may register and

purchase the e-book directly from [McGraw Hill's website at](http://connect.mheducation.com/class/k-edwards-all-sections)
[http://connect.mheducation.com/class/k-edwards-all-sections](http://connect.mheducation.com/class/k-edwards-all-sections)

**Course Format**

This is a fully online course.  Online classes are not easier than lecture classes.  To succeed in an online class, you must be extremely motivated and well organized. You will need to purchase the required textbook listed above in time for the first day of the course.  Other course materials are available via Blackboard.  Regular Internet access is essential for successful completion of the course.  The typical class structure will consist of weekly modules, which include:

- Short Video/PowerPoint Lectures
- Readings
- Online Discussions
- Exams
- Field Exercises
- Written exercises

**Communication**

Email is the best way to get in touch with me.  Generally, I will respond to email within 24 hours if sent Monday - Friday.  If you do not get a response to your message, that means I did not receive it.  Please check your University email "inbox" regularly!  During this course, we will use Bb as a mode of communication, material and document distribution, and to provide students with a running total of points earned.   If you wish to receive notices regarding this class to a non-university email account, visit Self Service Carolina and activate mail forwarding.  I am willing to meet you in person if you are in the Columbia area.  Feel free to contact me at your convenience.

**What you will need to take this course**

To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lectures (transcripts provided for the hearing impaired);
- Reliable access to the Internet, and an email account;
- A current Internet browser that is compatible with Bb, such as Mozilla Firefox or Apple Safari
- A word processing program, such as Microsoft Word or Apple Pages;
- Reliable data storage for your work, such as a USB drive or Drop box cloud storage; and

- Computer skills that include using keyboard/mouse, accessing the Internet, sending/receiving email, creating/saving/retrieving computer files, using word processing software.

## Technical Skills Needed

This course is completely online. All the work for the course will require using a computer. You MUST have consistent and reliable access to a computer and the Internet to succeed. You need to feel comfortable using a computer to succeed in this course. All work in this course must be completed and submitted online through Blackboard. The minimal technical skills students should have include the ability to:

- Organize and save electronic files;
- Use USC email and attached files;
- Check email and Blackboard daily;
- Download and upload documents;
- Locate information with a browser; and
- Use Blackboard.

## Technical Support

Blackboard Help (http://ondemand.blackboard.com/students.htm). If you have problems with your computer, please contact the University Technology Support (UTS) Help Desk at (803) 777-1800 or helpdesk@sc.edu. The UTS Help Desk is normally open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Standard Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most public libraries have computers for public use.

## Course Requirements

*Coursework is secured in Blackboard with a username and password. Do not share your username and/or password with others.* All students will fulfill these requirements:

1. Read all assigned chapters from the text and watch (or read transcript of) PowerPoint lectures;

2. Take three (3) non-cumulative exams;

3. Complete two (2) graded assignments;

4. Participate in three (3) weekly online discussion forums, as assigned; and

5. Complete a Career Research Paper

**Student Evaluation**

There are 500 points possible for the course, broken down as follows:

Three (3) non-cumulative weekly exams at 100 pts. each = 300 possible points

Two (2) graded weekly assignments at 50 pts. each = 100 possible points

Three (3) two-part weekly online discussion forums at 10 pts./wk. = 30 possible points

One (1) Career Research Paper at 70 pts. = 70 possible points

*Final grades* are non-negotiable and are based total number of points earned (see below), NOT on percentages. Therefore, final numbers will not be "rounded up," so please do not ask. You may track your cumulative points earned at any time through Blackboard's "My Grades" feature.

| Course Requirements | Point Value | Possible Points |
|---|---|---|
| Exams | 3 @ 100 | 300 |
| Written Assignments | 2 @ 50 | 100 |
| Discussion forum | 3 @ 10 | 30 |
| Career Paper | 1 @ 70 | 70 |
| **TOTAL POINTS** | | 500 |

| Grading Scale | | | | |
|---|---|---|---|---|
| 450 or more | = | 90 - 100 | = | A |
| 435 - 449 | = | 87 - 89 | = | B+ |
| 400 - 434 | = | 86 - 80 | = | B |
| 381 - 399 | = | 77 - 79 | = | C+ |
| 350 - 380 | = | 76 - 70 | = | C |
| 349 - 300 | = | 69 – 60 | = | D |
| 299 or below | = | 59 or below | = | F |

**Graded Work**

- Weekly exams will be made available via Blackboard on Friday at 8:00 am of the module week, under "Assessments," and must be completed by Sunday no later than 7:59 am. Exams are timed, and will consist of True/False, Multiple Choice, and Short Answer/essay questions. Once you access an exam, you will have only one hour to complete it. You may not close the exam and revisit it at a later time.
- Weekly class discussions based on relevant material or exercises will be held in the Discussion Board on Blackboard. Weekly "initial posts" (10 pts. ea.) should be made by

Wednesday of the week at 9:00 pm. All posts must add to the topic – see rubric, below. Weekly discussions are outline in detail under "Course Modules."

- Written assignments will be submitted through Blackboard's Assignment feature, no later than Saturday at 9:00 pm. Graded assignments are outline in detail under "Course Modules."
- Career Research paper will be submitted through Blackboard's Assignment feature, no later than Sunday, January 16 at 8:00 am.

Discussion postings will be assessed based on this Rubric: (For other rubric's please see assignments)

| Unacceptable<br>0 Points | Acceptable<br>1/2 Points | Excellent<br>Full Points |
|---|---|---|
| The quality of the posted information is of low quality, off topic, or irrelevant to the discussion. | The quality of the posted information is of acceptable quality; lacks full development of concept or thought. | The quality of the posted information is of high quality and shows insight and reflection. |

## Questions and Concerns

I am sincerely interested in your success.  Please feel free to discuss any concerns or problems related to this course with me - you may contact me at any time.  If you have personal questions pertaining to this course, please email me at mbmoody@email.sc.edu.  I do not consistently check Blackboard/email on Saturday and Sunday.  However, I will usually respond within 24 hours if contacted Sunday – Thursday.

## Academic Integrity

*ZERO TOLERANCE POLICY* - Cheating, plagiarism, falsification of records, accepting assistance from or giving assistance to others in taking an exam or preparing a project, or engaging in any other form of academic dishonesty will be dealt with according to guidelines provided in the current student handbook, including a professional penalty of "F" for the course and mandatory reporting of the offense to the Office of Student Conduct (Yes, I really do report! ).  Consult Carolina Community for what constitutes plagiarism.  Below are some websites for you to visit to learn more about the University policies.

- Carolina Community: http://www.sa.sc.edu/carolinacommunity/
- Carolina Creed: http://www.sa.sc.edu/creed
- Academic Responsibility: http://www.sc.edu/policies/staf625.pdf
- Honor Code Violations: http://www.housing.sc.edu/academicintegrity/violations.html
- Guidelines for Responsible Computing: http://www.uts.sc.edu/network/guidelines.shtml

**Diversity and Inclusion**

The University is committed to a campus environment that is inclusive, safe, and respectful for all persons, and one that fully embraces the Carolinian Creed. To that end, all course activities will be conducted in an atmosphere of friendly participation and interaction among colleagues, recognizing and appreciating the unique experiences, background, and point of view each student brings. Students are expected at all times to apply the highest academic standards to this course and to treat others with dignity and respect.

**Students with Disabilities**

The instructor worked with the Center for Teaching Excellence to develop the syllabus and course to be ADA compliant. Students with disabilities are encouraged to contact the instructor to discuss the logistics of any accommodations needed to fulfill course requirements (within the first week of the semester). In order to receive reasonable accommodations from the instructor, students must be registered with the Office of Student Disability Services (address: 1705 College Street, Close Hipp 1st Floor, Columbia, SC 29208). Any student with a documented disability should contact the Office of Student Disability Services to make arrangements for appropriate accommodations at https://www.sa.sc.edu/sds/ or by phone at (803-777-6142)

| Week | Topic and Assignments |
|---|---|
| **1St Week** | **Retailing Foundations** |
| Mon., Dec. 27 – Sun., Jan. 2 | Go to Blackboard, Module 1:<br>• Read "Getting Started" and the course syllabus<br>• Read the following chapters from your text, and watch the corresponding PowerPoint lectures: Ch. 1 – Perspectives in Retailing<br>          Ch. 2 – Retail Strategic Planning<br>•          Ch. 3 - Retail Customers<br>          Ch. 4 - Evaluating the Competition<br>• By **Wednesday** at 9:00 pm, post in the discussion forum a thread introducing yourself to the class, as described in Module 1<br>• On **Friday** at 8:00 am, Exam 1 will be available. You may choose your one-hour timeslot in which to take the exam, but you must complete it by **Sunday** at 8:00 am.<br>• By **Saturday** at 9:00 pm complete the written assignment outlined in Module.<br>• By **Sunday** at 8:00 am, Take Exam 1 |
| **2nd Week** | **Customer Market** |

| | |
|---|---|
| Mon., Jan. 3 – Sun., Jan. 9 | Go to Blackboard, Module 2: <br>• Read the following chapters from your text, and watch the corresponding PowerPoint lectures: Ch. 5 - Retail Market Strategy <br>Ch. 6 - Financial Strategy <br>Ch. 7 - Retail Formats <br>Ch. 8 - Site Selection <br>Ch. 9 – Information Systems and Supply Chain <br>• By **Wednesday** at 9:00 pm, post in the discussion forum a one-paragraph thread with your assessment of the retailing trend that is currently affecting, or most likely to affect in the future, a retailer you identify with as your favorite <br>• On **Friday** at 8:00 am, Exam 2 will be available. You may choose your one-hour timeslot in which to take the exam, but you must complete it by **Sunday** at 8:00 am. <br>• By **Saturday** at 9:00 pm complete the "Comparison Shopping" written assignment outlined in Module **(Start early, this can take some time!)** <br>• By **Sunday** at 8:00 am, Take Exam 2 |
| **3rd Week** | **Business Mechanics** |
| Mon., Jan. 10 – Sun., Jan 16 | Go to Blackboard Module 3: <br>• Read the following chapters from your text, and watch the corresponding PowerPoint lectures: Ch. 10 – Customer Relationship Management <br>Ch. 11 – Managing the Merchandise Mix <br>Ch. 12 – Buying Merchandise <br>Ch. 13 – Retail Buying <br>Ch. 14 – Retail Communication Mix <br>• By **Wednesday** at 9:00 pm, post in the discussion forum a thread containing a synopsis of a current supply-chain issue, as described in Module 3 <br>• On **Friday** at 8:00 am, Exam 3 will be available. You may choose your one-hour timeslot in which to take the exam, but you must complete it by **Sunday** at 8:00 am. <br>• By **Saturday** at 8:00 pm complete the written assignment (Career Research Paper) outlined in Module 3 <br>• By **Sunday** at 8:00am, complete Exam 3 |