

COURSE:

80952, MARKETING 3839-01D, RETAIL MANAGEMENT

FALL 2018, 3 CREDITS, AUGUST 16, 2018-DECEMBER 6, 2018

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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Simone L. Lee, MBA

OFFICE LOCATION:

Miller 2311

OFFICE HOURS:

Tuesday and Thursday 8:00-9:30 AM, 11:00-12:15 PM or by appointment. Appointments are strongly encouraged.

CONTACT INFORMATION:

Phone: 678-839-6318

Email: simonelee@westga.edu

Communication Preference: I prefer for you to contact me using your UWG email.

COURSE INFORMATION

DESCRIPTION

This is a study of administration and strategic planning in large and small retail firms. This course looks at the management of retail functions. The topics covered include stock planning, inventory control, markup and pricing, merchandising, retail promotion, store location, design and layout, information systems, legal and ethical issues, and international retailing.

PREREQUISITES

The student is required to have successfully completed MKTG 3803 (Principles of Marketing).

DELIVERY METHODS

This is a Hybrid Course. Please see schedule for exact class dates and times.

LEARNING GOALS

After completion of this course the student will be able to:

1. Know what problems and opportunities face retailers. (MG 1)
2. Have an understanding and familiarization with retail terminology including key retail concepts. (MG 1)
3. Be able to successfully use retail tools: Retailing pricing practices and merchandising planning and ordering. (MG 2)
4. Understand the basic dimensions of retailing. (MG 1)
5. Have an understanding of retail administration. (MG 1)

6. Understand how various factors influence consumer behavior and expenditure patterns. (MG 1)
7. Understand what ethical and moral issues there are to be confronted. (LG 5)

TEXTBOOKS AND MATERIALS

TEXTBOOKS

Retail 101: The Guide to Managing and Marketing Your Retail Business, by Nicole L. Reyhle and Jason A. Prescott- Published by: McGraw Hill

COURSE MATERIALS

This required text can be purchased new for under \$18.00. Electronic versions are also acceptable.

COURSE POLICIES

Lecture: Lectures will cover specific topics in retail management. The course schedule lists specific topics covered on each class date along with referenced book chapters. Note: There will be material covered in class that cannot be found in your book! **I also reserve the right to change the order of material presented. Material may be subject to change.**

1. Attend class, prepared to discuss and apply concepts from assigned readings. This includes having the text, handouts, and other materials readily available and well organized for class.
2. Be responsible for the readings assigned in class and in the course syllabus, whether or not the material is explicitly covered by the instructor during class. Important information will be found in CourseDen, especially in the News/Announcement section. It is IMPORTANT to check this at least once a day. You will find articles to read and other important information.
3. Contribute to class discussions.
4. Turn in or meet all assignments on schedule. Make sure to consult schedule often. (Additional attachment)
5. Any student who misses class (or any portion of a class) is responsible for the content missed. While I am glad to assist students who may need help with a particular concept or assignment, such assistance is not designed to replace class time. Any student who misses class should take steps to get notes, assignments, copies of handouts, class schedule changes, etc. from another student(s). If additional assistance is needed, please see me during office hours. Class time is valuable and will not be used to go over material for students missing class. Class material will only be retaught/reviewed when it is judged appropriate for the class as a whole.
6. Always Engage in Academic Honesty: Students are expected to recognize and uphold

standards of intellectual and academic integrity. The University assumes as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Students should be familiar with the University's policy on issues such as:

- Plagiarism,
- Cheating on Examinations,
- Unauthorized Collaboration,
- Falsification,
- Multiple Submissions. It will be considered an act of academic dishonesty for a student to submit work done in any other class for credit toward the completion of this course.

Failure to comply with these standards will result in a zero for that portion of the grade, as a minimum sanction. Lack of knowledge of this policy is not an acceptable defense to any academic dishonesty charge.

7. Adhere to University Policies: It is your responsibility to be aware and follow all guidelines and policies as presented in the University Bulletin. This includes *and is not limited to* the "Campus Carry Legislation: HB280". Updated information can be found: www.usg.edu/hb280
8. Recognize that in addition to reading from the text and assigned readings, everything presented in class by the instructor, guest speakers or other students will be considered for inclusion on quizzes/exams.
9. Professional behavior is expected in the classroom. We follow the **WOLF PACT**. All students are expected to treat each other, the instructor, and guests with courtesy at all times. Side conversations are disruptive and inappropriate whether the instructor or another student is speaking. Comments regarding course difficulty, class dismissal time, etc. are also inappropriate. Talk to the instructor privately if you have a concern.
10. Being on time: Class starts at 9:30 AM, which means that you need to be in your seat by 9:30 AM. If you are late to class-you will miss valuable information. On the days we have guest speakers-if you are late, you will not be allowed into class since it is disruptive and you will be considered absent. If you are absent, you will not be able to complete your reflection. Additionally, cell phone use is not allowed during class.
11. Student Rights and Responsibilities: Please carefully review the information at the following link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
12. Credit Hour Policy (3 credit hours): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

ASSIGNMENTS

1. **Exams:** No exams.
2. **Quizzes:** There will be 3 quizzes. The quizzes **cannot** be made up; **NO EXCEPTIONS**. If you are late on quiz day, you will **not** be given more time to take the quiz, and you may lose 20 points for being late.
3. **Research and Reflections:** There will be 8 assignments due during the semester.
4. **Team Work and Team Assignment:** This is a semester based project. Please see the rubric for how the work will be graded. This is a key component to the class and the expectation is that each group member puts in an equal amount of work and dedication towards this project. Mandatory Presentation Days – outlined in your class schedule- are just that...**mandatory**. If you do not attend, you will receive a zero. If you are late (for any reason) your project grade **will be** lowered by 20 points. Again, check CourseDen often in the News Section for important/up to date information.
5. **Late assignments will not be taken unless:**
 - there is an emergency which the student discusses with me **BEFORE** missing the assignment and
 - documentation of the emergency situation is provided. Students not abiding by these policies will receive a zero.

Absences: Students missing more than 3 classes may be administratively withdrawn from the course by the instructor for excess absences. Administrative withdrawals follow the same grading guidelines outlined in the registration bulletin. Since this is a hybrid class, if you have 3 or more unexcused absences your final grade will be lowered by 1 letter grade. Any documentation for absences must be emailed to me as soon as possible (preferably before the day you will miss) or provided to me by the next class you attend after the absence.

GRADING

Your grade will be based on class participation/homework assignments/quizzes and a final group project. I open up grades in CourseDen, so that you can see what your running average is. I WILL NOT calculate your grades for you. It is your responsibility. I will not answer questions, such as: “What do I need to make on my group project in order to get an A in class.” Or “what is my

current grade?"

****NOTE:** If you miss 3 or more classes your final grade will be lowered by one letter grade. Class participation is a major factor in this class.

Research/Reflections- **40%**

Quizzes (3)- **20%**

Team Work and Team Assignment- **40%**

A- 90-100

B- 80-89

C- 70-79

D- 60-69

F- 59-

Please see the detailed rubric in our Desire to Learn (D2L) course site to see how the assignments and team assignment will be assessed."

COURSE CALENDAR

A separate color coded calendar is provided showing days that we are in class versus an online assignment. Additionally, there are mandatory class periods as well. always check CourseDen for accurate information. Below find general course calendar, current as of August 15, 2018. Please note, the schedule is subject to change.

August 16, 2018	First Day of Class- Overview
August 21, 2018	Donna Lackey- VP, Carrollton Chamber of Commerce
August 23, 2018	Not in class. <u>Reflection Due</u> by 11:00 AM and <u>Read</u> Chapter 1-2.
August 28, 2018	Todd Anduze- Director, Small Business Development Center (SBDC)
August 30, 2018	Not in class. <u>Reflection Due</u> by 11:00 AM and <u>Read</u> Chapter 3.
September 4, 2018	QUIZ 1- Chapters 1-3, Form Groups
September 6, 2018	Not in class, meet with your group-brainstorm!
September 11, 2018	Sidra McWhorter, owner-Sweet Peas Boutique
September 13, 2018	Not in class. <u>Reflection Due</u> by 11:00 AM and Read Chapter 4.
September 18, 2018	Tamburai Chirume – Owner, One of Each (based in South Africa)
September 20, 2018	Not in class. <u>Reflection Due</u> by 11:00 AM and Read Chapter 5.
September 25, 2018	Class time- Must have commitment from company. Name/Company/Description <u>DUE in class.</u>
September 27, 2018	Not in class. <u>Read</u> Chapter 6. Meet with your group.
October 2, 2018	Not in class.- <u>Video Case #1 Reflection Due</u> by 11:00 AM
October 4, 2018	FALL BREAK- No Class
October 9, 2018	Michael Wahl- Lead Storyteller DriButts.com and Rethread Thrift Store
October 11, 2018	Not in class. Reflection Due by 11:00 AM and Read Chapter 7.
October 16, 2018	Class time – Lecture/Conversation
October 18, 2018	Not in class. Read Chapter 8. Meet with your group.
October 23, 2018	QUIZ 2- Chapters 4-8, (<u>B-Roll Due</u> - in team google drive-shared <u>before</u> class)
October 25, 2018	Not in class. Meet with your group.
October 30, 2018	Karen Bazela- VP of Retail, Southwire Company
November 1, 2018	Not in class. <u>Reflection Due</u> by 11:00 AM.
November 6, 2018	Not in class. <u>Video Case #2 Reflection Due</u> by 11:00 AM
November 8, 2018	Not in class. Meet with your group.
November 13, 2018	Class Time- Lecture/Conversation
November 15, 2018	Not in class-Final cut videos <u>DUE</u> and in team drive, <u>shared by 11:00 AM</u>
November 20, 2018	THANKSGIVING BREAK
November 22, 2018	THANKSGIVING BREAK
November 27, 2018	MANDATORY CLASS- PRESENTATIONS
November 29, 2018	MANDATORY CLASS- PRESENTATIONS
December 4, 2018	MANDATORY CLASS- PRESENTATIONS
December 6, 2018	MANDATORY CLASS- PRESENTATIONS

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the “[Common Language for Course Syllabi](#)” for university-wide updates. Even if you have read it before, the most current information is maintained at this site.