

# Retailing

**MKT 3213.01/02**

**Spring 2020**

**Location:**

McCool 128

**Time:**

Section 1: MWF 8-8:50

Section 2: MWF 9-9:50

**Prerequisites:**

MKT 3013 (Principles)

or MKT 2313

## Instructor

**Ms. Christian Barney**

332 McCool Hall

[Cb3496@msstate.edu](mailto:Cb3496@msstate.edu)

\*I will respond to e-mails within 24 hours  
Monday-Friday.

### Office Hours

Mon and Weds 10-10:50 am\*

Additional office hours available by  
appointment

## Course Description

This course will explore the activities involved in the selling of goods to ultimate consumers for personal or household consumption. This course focuses on the business perspective toward retailing, including principals of retailing and best practices. Materials will be drawn from a variety of sources to learn about up-to-date retail methods, and independent student learning is encouraged.

## Course Goals and Objectives

- Learn about retailing and the modern retail environment.
- Learn different strategies to make retail businesses successful.
- Implement class learning by creating a retail plan throughout the semester.

## Course Materials

**Textbook** (optional): Levy, Weitz, and Grewal,  
10<sup>th</sup> edition, ISBN: 1259573087

Additional required readings may be posted to  
class website at <https://mycourses.msstate.edu>

## Technology Problems?

If you have technology problems, please contact tech support. They are available to help you on campus at 662.325.1403 or by emailing [help@ctl.msstate.edu](mailto:help@ctl.msstate.edu).

**Support Services**-- Students who have a disability that may require assistance or accommodation, or students who have questions related to any accommodations for testing, note takers, readers, etc., please speak with the instructor as soon as possible. Students may also contact the office of Disabled Student Services 325-3335. For additional information please visit the Student Support Services Website at <http://www.sss.msstate.edu>

# +GRADING

Your grade in the course will be based on your level of achievement on the following assessments:

Quizzes .....	30%
Participation .....	15%
Assignments .....	25%
Retail Plan Project.....	25%
Written work .....	15%
Final Presentation.....	10%
Professionalism .....	5%

Grades are determined out of a grand total of 100%. I do **NOT** round, so 89.9 (89%) is a B.

**A** = 90-100 %, **B** = 80-89 %, **C** = 70-79 %, **D** = 60-69 %, **F** = 0-59 %.

*Extra credit opportunities may be awarded throughout the course of the semester at the discretion of the Instructor to ALL students.*

## University Safety Statement

Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your mystate portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case of emergency, call 911. For more information regarding safety and to view available training resources, including helpful videos, visit [ready.msstate.edu](http://ready.msstate.edu).

## ELECTRONIC DEVICES

If you need a laptop, tablet, or any other device for taking notes or otherwise participating in class, that is acceptable. However, please do not use a personal device during class time for any purpose unrelated to our class (e.g. gaming or chatting). All devices should be silenced. Cell phones should be put away, except in the rare instance that I ask you to use them for an activity. For longer classes (2+ hours) I'll try to give you a break in the middle when you can check your phone. If there is a serious need to leave your cell phone on, such as a family emergency, please put it on vibrate and let me know before class begins. Above all, be respectful to your fellow classmates.

## Honor Code

**“As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”**

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Student Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Student Honor Code. Ignorance of the rules does not exclude any member of the Mississippi State University community from the requirements or the processes of the Student Honor Code. For additional information, please visit: [www.honorcode.msstate.edu](http://www.honorcode.msstate.edu)

**TITLE IX** - Title IX MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX/EEO Programs at 325-8124 or by e-mail to [titleix@msstate.edu](mailto:titleix@msstate.edu). Additional resources are available at <http://www.msstate.edu/web/security>, or at <http://students.msstate.edu/sexualmisconduct/>

# +Assessments:

## **Participation:**

This is a **very** interactive class, so attendance is a vital part of learning. Be ready to actively engage in the class by asking and answering questions as well as participating in class and group discussions and activities. Everyone comes with different perspectives and can add to the discussion with their experiences. Students who need to leave during class should give their instructor notice ahead of time and sit near the exits as to not distract the students around them.

In-class assignments will be used throughout the semester to evaluate participation. These may not be made up if missed. In cases of university approved absences, the assignment will be dropped, neither counting for nor against the student's overall participation grade. You may miss *one* in-class assignment without having it adversely impact your grade.

## **Assignments:**

Take home assignments, including readings, will be regularly assigned in class and turned in via Canvas. Please include your full printed name on all assignments. Any papers must be double spaced, in Times New Roman font with 1" margins.

## **Make-Ups**

If you have an excused absence for a take-home assignment, you have 1 week from the time you return to make it up. Any makeup assignments turned in after this period will not be accepted.

## **Quizzes:**

There will be five required quizzes throughout the semester. The quizzes will be based on concepts from the lectures, additional readings, and class discussions. All quizzes will be taken online; they will be opened after class and close the following day by midnight, giving over 24 hours for the quiz to be completed (see Course Agenda for specific dates). **NO MAKEUP QUIZZES WILL BE GIVEN.**

An optional comprehensive final will be given at the end of the semester. The optional final can replace your lowest or missed quiz grade. If the optional final grade is lower than the lowest quiz grade, it will be dropped instead of a different quiz grade.

## **Professionalism:**

This class should be a healthy and productive learning environment where students may feel free to engage in constructive debate. Students are expected to behave in a respectful way toward their fellow students, their instructor, and themselves and will be held to professional standards. All assignments should be treated as though they were being handed into an employer. Inappropriate classroom behavior, use of technology, asking for extra credit points, as well as poor email etiquette, among other unprofessional behaviors will influence your professionalism grade. These are NOT free points or participation points

## **Retailing Project:**

Over the semester, you will work with a group to create a proposal for a retail establishment. Each chapter will have components of the project attached to it and posted in canvas. These will occasionally be assigned as assignments, but may also serve as guidelines for what the students should be doing in the project over the course of the semester. Grades will be contingent on group evaluations as well as a self-reflection paper due at the end of the semester justifying why the student deserves an equal (or greater) portion of the group grade.

This syllabus is tentative and subject to change throughout the semester.

# Tentative Schedule

Day	Topic and Discussion	Important Due Dates/ Reminders
Jan 6	Introductions, Syllabus	
8	Intro Retailing Project; Retailing BINGO	Intro Assignment and Syllabus Quiz Due at 11:59
10, 13	Chapter 1: Intro to the World of Retailing	
15, 17	Chapter 2: Types of Retailers; <i>Networking Activity</i>	
20	<b>Holiday—No Class</b>	
22, 24	Chapter 3: Multichannel and Omnichannel Retailing	<i>Groups Due by 22nd</i>
27	Review for Quiz 1 (Chapter 1-3)	Quiz 1 Due before 11:59 on the 28th
29, 31	Chapter 4: Customer Buying Behavior	
Feb 3, 5	Chapter 5: Retail Market Strategy	
7	<i>Retail Market Strategy Project Work Day</i>	
10, 12	Chapter 6: Financial Strategy	
14	Review for Quiz 2 (Chapter 4-6)	Quiz 2 Due before 11:59 on the 16th
17, 19	Chapter 7 and 8: Retail Locations	
21	<i>Retail Location Scouting and Layout Day</i>	
24	Chapter 9: Information Systems and Supply Chain Management	
26, 28	Chapter 10: Customer Relationship Management	
Mar 2	Review for Quiz 3 (Chapter 7-10)	Quiz 3 Due before 11:59 on the 5th
4, 6	<i>Make Up Days/ Group Work Days</i>	
9-13	Spring Break!	
16, 18	Chapter 11 and 12: Managing the Merchandise Planning Process and Buying Merchandise	
20, 23	Chapter 13: Retail Pricing	
25	Review for Quiz 4 (Chapters 11-13)	Quiz 4 Due before 11:59 on the 29
27, 30	Chapter 14: Retail Communication Mix	
Apr 1	<i>Project Work Day</i>	
3	Chapter 15: Human Resources and Managing the Store	
6	Chapter 17: Customer Service	
8	Chapter 16: Store Layout, Design, and Visual Merchandising	
10	Holiday—No Class	
13	Review for Quiz 5 (Chapters 14-16)	Quiz 5 Due before 11:59 on the 14th
15, 17	<i>Project Work Days</i>	
20, 22	Present Group Projects to Instructor	Group Project Due with Presentation
23	Reading Day	
8am: Apr. 28 <sup>th</sup> at 8-11 9am: May 2 at 8-11	Final Exams	Optional Final Due by 11:59pm on day of final.