



**COURSE SYLLABUS**  
**Marketing 3213- Retailing**  
**Summer 2018**

**Meeting Time and Place: McCool 213, MTWRF 8:00 am – 9:50 am**

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**FACULTY CONTACT INFORMATION**

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Office: 324G, McCool Hall  
Office Hours: Directly after class or by appointment

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**I. COURSE DESCRIPTION:** (Prerequisite: MKT 3013 and Junior standing). Three hours lecture. Survey of the nature, procedure and results of trade at the retail level.

**II. COURSE OBJECTIVES:**

The focus of this course will be understanding the complexities of retailing from the perspective of a manager. Specifically, you will learn:

- 1) What retailing is and it encompasses, different types of retailers, and decisions retailers must make regarding location, supply chain, buying, and ethics
- 2) How retailers communicate value to shoppers through marketing, advertising, promotions, atmospherics, and pricing
- 3) Shopper behavior and how retailers segment customers to match brands and deliver customized service
- 4) Strategic marketing efforts and market research in a retail context
- 5) The current climate of retail in regards to international retail and online retailing

The course requirements and expectations are provided in this syllabus. The instructor reserves the right to modify the schedule and requirements as the course progresses. These specific changes and modifications will only be made after consultation with students. **Students are then responsible for preparing and completing work according to the revised syllabus.**

**III. TEXTS/MATERIALS/RESOURCES FOR THE COURSE:**

Recommended Texts: Retail Management: A Strategic Approach, 13<sup>th</sup> edition, Barry Berman, Joel R. Evans, and Patrali Chatterjee. ISBN 9780133796841.

Retailing Management, 9<sup>th</sup> edition, Levy, Weitz, and Grewal. ISBN 9780078028991.

PowerPoint Slides: PowerPoint slides on selected course-related content posted on MyCourses.

Additional Readings: Additional required and optional readings posted on MyCourses.

#### IV. **INFORMATION LITERACY/TECHNOLOGICAL RESOURCES:**

Blackboard will be used in this course. Students must have their net ID and net ID password to use Blackboard. Powerpoints will be posted on Blackboard, and announcements may also appear periodically. The instructor will also send emails to the class when the need to inform everyone arises, so everyone is responsible to keep mailboxes accessible and mailbox information up to date.

#### V. **ATTENDANCE & PARTICIPATION:**

Attendance is an essential part of learning, so students are encouraged to attend ALL class sessions. To be successful in one's future business career, regardless of the intended area of concentration, it is important to understand customers and the marketing function, thus it is in everyone's long term interest to get as much out of this class as they can.

Class days are typically split up between lectures covering the materials and in-class activities that further understanding. It is unfair for the students who do show up to not be rewarded for their efforts. **Therefore, to encourage class attendance, class attendance will be a 5% part of the student's final grade. Attendance will be taken every day and you may miss two class periods without penalty. Any classes missed above two will result in 10 percentage points PER CLASS deducted from your attendance and participation grade (i.e., if you miss 4 days, your attendance grade is 80%). Some classes are worth more than one day and if you miss will be deducted from your participation grade (days marked as BE IN CLASS). If you miss two days and then have to miss a third for a valid reason, it still counts as three absences so take into consideration what you are missing class for.**

Additional missed classes may be excused without penalty only in extreme and approved circumstances. PowerPoint slides or outlines will be posted on Blackboard.

If you are not in class but someone writes your name in on the sign-in sheet, both you and your friend who wrote your name will receive a zero (0) for attendance and professionalism.

#### VI. **Professionalism**

Students are expected to be polite, punctual, responsible, and committed to learning in this class. Please note that unprofessional or rude behavior will not be tolerated. Students engaging in such behavior will be asked to leave the classroom so as not to detract from the learning experience of other students. Please turn off all cell phones during class. Laptops will be allowed in class, but please, please limit their usage to class related activities and turn their sound off. Leaving in the middle of class is rude and distracting. If you know in advance that you have a valid reason to leave class early, see me before class and let me know. Falling asleep in class is also rude and distracting. If you fall asleep in my class, I will ask you to leave and count off from your professionalism grade. This should be an easy 5% of your grade and will only be deducted in extreme and obvious cases of unprofessionalism.

If you are on your cell phone in class, take selfies in class, talking in class, falling asleep in class, cussing in class, unprofessional by other means, or continuously late, I have the right to ask you to leave class and will do so. It is not fair to the other students for any one student to be a distraction or disruption during class.

#### VII. **Essay Questions and Retail Company Case Discussion**

There will be four (4) essay questions due throughout the summer course (on Mondays). Students are expected to answer the assigned question (available in the course schedule below) using 750-1,000 words and citations to back their point. Essay questions are due at the beginning of class as

noted below. Each essay question is worth 5% of your final grade, for a total of 20%. Late assignments will result in a zero (0).

**If you plagiarize on the essay question (e.g., copy and paste more than 3 words in a row or write word-for-word from any book, website, paper, etc.), you will receive a zero (0) on the assignment and be reported to the honor code office. NO EXCEPTIONS- do not plagiarize.** I will use a program such as [https://www.paperrater.com/plagiarism\\_checker](https://www.paperrater.com/plagiarism_checker); I recommend you run your paper through such a program and fix any problem areas before submitting to me.

We will discuss responses to essay questions during class time on the Monday they are due. Additionally, we will discuss the retail company cases as noted on the schedule and made available on MyCourses. These cases will also be discussed during class time on the scheduled Monday. Case discussions are worth 5% of your grade. Students are expected to be prepared and ready for discussion. Discussions will be based around the indicated company, the topic listed, and how it relates to retail. For example, the first discussion will be about Amazon’s rise and the factors the contributed to it as well as how it has impacted today’s retail environment. **Students should turn in answers to the posted discussion questions in MyCourses to show preparation for the discussion.** Cases are worth 5% each (total of 20%). Late assignments will result in a zero (0).

### VIII. EXAM POLICY:

Exams will consist of multiple-choice questions. **TWO** exams will be given, each accounting for 25% of your grade, and will be used in your final grade calculation (50% total of your final grade).

PLEASE NOTE: Students are expected to take the exams during the scheduled times and to bring their own pencils to class. If a student needs to miss an exam, they must notify the instructor at least one week before with a valid reason on why they can’t make it to class (work is not a valid reason. Students know their class schedule). No make up exams will be given if the instructor is not notified before hand (i.e.- a student can’t forget there is an exam, not show up, and expect another opportunity to take it) with a suitable reason. Make up exams may be different than the exam given in class and may be more difficult. Makeup exams will be conducted BEFORE the scheduled exam date. A failure to take a make up exam before the scheduled date will result in a zero for that exam and the student will have to take the other 2 scheduled exams for grades.

If a student arrives late to take an exam after the first exam has been handed in they will not be given an exam and will be assigned a zero for the exam. No additional time will be allotted for students who arrive late unless extreme circumstances.

### IX. GRADING & REPORTING OF GRADES:

The final grade will be determined as follows:

Evaluation Criteria	Weight of final grade
2 Exams (25% each)	50%
Essay Questions (5% each)	20%
Retail Company Case Discussion (5% each)	20%
Class Attendance & Participation	5%
Professionalism	5%
<b>Total*</b>	<b>100%</b>

\* There may be opportunities for extra credit during the semester. Such opportunities will be announced in class.

Numeric grades will be assigned a letter grade pursuant to the table below:

A 90+

B	80-89.99
C	70-79.99
D	60-69.99
F	59.99 or below

**Please note that grades will not be rounded. In other words, if a student receives a 90.0, that's an A. If a student receives an 89.9999, that's a B.** Exam scores will not be curved. Exam grades will be posted on Blackboard as soon as possible after exams. **NO GRADES WILL BE GIVEN OVER THE PHONE OR VIA E-MAIL.**

**X. Student Honor Code**

Mississippi State has an approved Honor Code that applies to all students. The code is as follows: "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 Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Student will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information, please visit: <http://honorcode.msstate.edu/policy>.

**XI. 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/title9-12.pdf>, or at <http://students.msstate.edu/sexualmisconduct/>.

**XII. Support Services**

Students who need academic accommodations based on a disability should visit the Office of Student Support Services, 01 Montgomery Hall, call 662-325-3335, or visit the website at [www.sss.msstate.edu](http://www.sss.msstate.edu). Bring the instructor the paperwork, and we'll gladly make whatever accommodations are appropriate.

**XIII. Inclement Weather Policy:**

Regarding inclement weather, if MSU is in session, we will have class. Listen to the local radio/television stations for announcements of university closings, and check the MSU Web site.

**XIV. Maroon Alerts**

Mississippi State University's emergency notification system is known as Maroon Alert. In case of campus emergency, we will use Maroon Alert to notify you via one or more of the following methods: the Maroon Alert website ([emergency.msstate.edu](http://emergency.msstate.edu)), text messaging to cellphone (sign up at [my.msstate.edu](http://my.msstate.edu)), MSU official email addresses, our Maroon Alert Twitter feed (@maroonalert), WMSV- the campus radio station, and our emergency hotline (662-325-5555). We have also now added the ALERT FM smartphone application for Apple iOS (<http://imap.tv/2k>) and Google Android (<http://imap.tv/fmgp>) devices to our system.

**TENTATIVE SCHEDULE:**

**Additional readings may be assigned in class during the course of the semester.** Students are responsible for knowing about any changes that are announced in class whether or not they are present when such changes are announced. Students are expected to have read each textbook chapter and other assigned readings in their entirety by class time on the day they appear on the schedule below or the date announced in class. **These readings will be fair game for exams.**

SESSION #	DATE	TOPICS	ASSIGNED READINGS & ASSIGNMENTS (TO BE COMPLETED BEFORE CLASS)
1	Thursday, May 31	What is retailing? A history.	
2	Friday, June 1	Types of retailers and locations	
3	Monday, June 4	<b>Essay question and retail company case (the rise of Amazon)</b> <b>*BE IN CLASS- DOUBLE POINTS</b>	- Essay due: Is Retail Dying? Yes or No? - Case Questions (on MyCourses)
4	Tuesday, June 5	Supply chain	
5	Wednesday, June 6	Brands	
6	Thursday, June 7	segmentation, CRM, and customer service	
7	Friday, June 8	Layout design and atmospherics	
8	Monday, June 11	<b>Essay discussion and retail company case (Starbucks and the customer experience)</b> <b>*BE IN CLASS- DOUBLE POINTS</b>	- Essay due: Pros and cons of self checkout. Discuss inventory, customer service/satisfaction, and financial implications. - Case Questions (on MyCourses)
9	Tuesday, June 12	shopper behavior, buying, and ethics	
10	Wednesday, June 13	<b>Exam 1</b>	
11	Thursday, June 14	POS marketing	
12	Friday, June 15	advertising and promotions	
13	Monday, June 18	<b>Essay discussion and retail company case (Apple and loyalty)</b> <b>*BE IN CLASS- DOUBLE POINTS</b>	- Essay due: What is the most important or impactful technology coming to retail? - Case Questions (on MyCourses)
14	Tuesday, June 19	promotions and pricing	
15	Wednesday, June 20	online retailing and nontraditional retailing	

SESSION #	DATE	TOPICS	ASSIGNED READINGS & ASSIGNMENTS (TO BE COMPLETED BEFORE CLASS)
16	Thursday, June 21	international retail and IMC	
17	Friday, June 22	strategy mix and marketing research	
18	Monday, June 25	<b>Essay discussion and retail company case (Ikea and strategy)</b> <b>*BE IN CLASS- DOUBLE POINTS</b>	- Essay due: Who is the most important person/position in retail? - Case Questions (on MyCourses)
19	Tuesday, June 26	current problems in retail and marketing; wrap up	
	<b>Thursday, June 28</b>	<b>FINAL EXAM</b>	All covered chapters

**XV. IMPORTANT DATES IN THE ACADEMIC CALENDAR FALL 2014:**

June 19: Last day to drop course with “w”  
Classes End: June 26  
Reading Day: June 27

**XVI. THE INSTRUCTOR RESERVES THE RIGHT TO REVISE, ALTER AND/OR AMEND THIS SYLLABUS, AS NECESSARY. STUDENTS WILL BE NOTIFIED IN WRITING AND/OR BY EMAIL OF ANY SUCH REVISIONS, ALTERATIONS AND/OR AMENDMENTS.**