



**Course:** MKT 3213-01      **Title:** Retailing      **Term:** Spring 2021

**Schedule:** Time: 9:10 – 10:00      Day(s): MWF      Location: McCool Hall 100

**Contact Information:**

Instructor: Dr. V. Myles Landers  
Office: McCool Hall 324J  
Office Hours: MW 12:30 – 1:30: make an appointment to talk via Webex  
Email: vml51@msstate.edu – **The best way to contact me is via email.**

**Please do not wait until the last minute to contact me with questions. If you email me on the weekend, I will respond the following Monday. If you email me after 4:00 pm, I will respond the next day.**

**Student Support Services:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Student Support Services is available to assist in determining classroom accommodations that are most appropriate for students with disabilities based on documentation of their disability. Students requiring special arrangements for exams should contact the office of Student Support Services, 01 Montgomery Hall, call 325-3335, or visit the website at [www.sss.msstate.edu](http://www.sss.msstate.edu).

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**Text:**

*Retailing Management with Connect Access* —10<sup>th</sup> Edition by Levy and Weitz, McGraw Hill  
ISBN: 8220110085731

Please do not use an older version of the text.

**Prerequisites:**

MKT 3013 – Principles of Marketing and Junior Status

**Course Description:**

Survey of the nature, procedure, and results of trade at the retail level. This course focuses on strategy development and execution in marketing consumer goods and services through retail organizations. In addition, such topics as target market selection, location decisions, and merchandising issues, vendor relations, trade management, and emerging retail trends will be covered.

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**Course Objectives:**

After completing this course, students should be able to:

- classify retailing's role in business and supply chain
- evaluate retail strategy decisions
- analyze retail customer buyer behavior
- assess retail location and store design decisions
- analyze customer relationship management and customer service decisions
- evaluate retail merchandising decisions

### Teaching/Learning Strategies:

This class will use lecture, in-class activities, class discussion, video examples, popular press articles, etc. Students who prepare before class tend to perform significantly better in this course. In addition, preparing before class allows for deeper learning and understanding of the course material.

### Evaluation:

(1) Three exams	450 points
(2) Application-Based Assignments	100 points
(3) LearnSmart Assignments	<u>50 points</u>
Total	600 points

### Points System for Determining Final Grades:

You must have the EXACT number of points to earn the desired grade. There is NO rounding.

360 <: F	360-419: D	420-479: C	480-539: B	540-600: A
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### (1) Three exams (150 points each):

The focus of the three exams will be on textbook material and material presented in class. Exams are designed to test your understanding of the material and your ability to apply analysis skills to situations. The exam will be composed of a variety of question types including multiple choice, true/false, and short answer/essay. You will be tested on textbook material covered in class, textbook material that we do not cover in class, and examples and discussions covered in class. It is your responsibility to read the book and know all of the material.

Exam 1	150 points
Exam 2	150 points
Exam 3	<u>150 points</u>
Total	450 points

### (2) Application-Based Assignments (100 points):

Thirteen chapters have an Application-Based assignment designed to challenge you to think more deeply about the topics covered in class.

- You must access the activities through McGraw-Hill's connect website.
- You will have 1 attempt for each assignment.
- You must complete the assignments by the deadline.
- The assignments are due on the Wednesday after the last day material for that chapter is covered in class.
- **Assignments are due by 11:59 pm. Due dates are noted on the schedule.**
- **Your lowest three assignment grades will be dropped.** If you miss an assignment or have technical problems that prevent you from completing the assignment, this will count as a drop.

Application-Based Assignments	<u>10 * 10 points/each</u>
Total	100 points

### (3) LearnSmart Assignments (50 points):

Thirteen chapters have a LearnSmart/SmartBook (chapter) reading and question assignment. The goal of these assignments is to reinforce what you read in the chapter.

- You must access the activities through McGraw-Hill's connect website.
- You will have **unlimited** attempts for each LearnSmart/SmartBook.
- You must complete the assignments by the deadline.
- **Assignments are due by 11:59 pm. Due dates are noted on the schedule.**
- **Your lowest three assignment grades will be dropped.** If you miss an assignment or have technical problems that prevent you from completing the assignment, this will count as a drop.

<u>LearnSmart Assignments</u>	<u>10 * 5 points/each</u>
Total	50 points

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### Classroom Expectations:

For each class there will be a chapter(s) assigned. Please read this chapter PRIOR to class and be prepared to discuss each chapter. Class participation is critical to your success and the overall end quality of the class. Participation behavior may include giving examples of something during a lecture, sharing an experience, conveying your knowledge of the textbook principles, asking questions, and answering my questions.

### Attendance:

If you cannot attend a class due to excusable reasons defined in document <http://www.policies.msstate.edu/policyphdfs.pdf>, you should send a formal excuse document to the instructor in a timely manner.

Exam questions will be drawn from in-class lecture, in-class examples, current events discussed in class, guest speakers, videos shown in class, and text materials. Pop quizzes and in-class extra credit/bonus opportunities may be given throughout the semester and **NO** make-ups will be available, regardless of the reason or excuse. Out-of-class opportunities to earn extra credit may also be made available throughout the semester. Attendance is required to find out about and participate in such opportunities. In addition, late work will not be accepted. Therefore, success in this class is highly dependent upon your attendance.

**NOTE ALL EXAM DATES AND TIMES (including the final exam), AND DO NOT SCHEDULE ANY CONFLICTING EVENT.** If you miss an exam or assignment you will not get the chance to make it up. Once final grades are submitted they are final, except in the unlikely event of a computational error on my part. **Final grades are determined by a points system ONLY. Grades are determined solely by the number of points earned by the student. Be sure you are aware of the number of points needed to earn the desired grade.**

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### Miscellaneous:

Electronics (including laptops, cellphones, etc): All electronic devices must be silenced before class begins. Utilizing your laptop, cell, etc. for any reason other than class business is not allowed.

Syllabus and Course Schedule: This document is VERY important. Please keep a copy of it. Please read and re-read it to familiarize yourself with the policies, rules, and dates of topics and events. A current, updated copy will always be available on Canvas. If there are any changes to the course schedule, I will notify you in class and make an announcement on Canvas.

Class Notes: If you miss class for ANY reason, it is YOUR responsibility to get the notes from a classmate.

**Code of Conduct:** The Code of Student Conduct requires that students behave in a manner that is conducive to a teaching/learning environment. Students who engage in behavior that is disruptive will be subject to disciplinary sanctions outlined by the Code of Student Conduct.

**Professionalism:** This course will be operated in a professional manner. Therefore, I expect you to perform and behave as you would in a professional work environment. You should treat this course as a business meeting. We will start class on time every day. I will begin disseminating important information at the beginning of class. Do not be late! I will not tolerate any excessive tardiness. If you cannot arrive on time, then you need to consider registering for another course taught during a time period that is more convenient for you.

As your instructor, it is my responsibility to maintain a classroom environment that is optimally conducive to learning for ALL students.

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### **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 are someone you know has experiences 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 email 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/>.

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### **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 [Student Support Services website](#).

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### **MSU Honor Code:**

As a university, MSU is committed to the pursuit of knowledge and the free exchange of ideas. In such an intellectual climate it is fundamentally imperative that all members of this academic community behave in the highest ethical fashion possible in the manner by which they produce, share, and exchange this information. In the case of students, MSU 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 action of those who do." Please refer to MSU's complete honor code policy and procedures <https://honorcode.msstate.edu/policy>.

Upon accepting admission to MSU, a student immediately assumes a commitment to uphold the Student Honor Code. Students 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 Student Honor Code. For additional information please visit: <http://www.honorcode.msstate.edu/>

## **Academic Dishonesty:**

Academic Dishonesty falls into three basic areas: cheating, duplicate submission and plagiarism. Cheating is any form of fraudulent or deceptive academic act, including falsifying of data, possessing, providing, or using unapproved materials, sources, or tools for a work submitted for faculty evaluation. Duplicate submission is the submitting of the same or similar work for credit in more than one course without prior approval of the instructors for those same courses. Plagiarism is the representation of others' ideas as one's own without giving proper credit to the original author or authors. Plagiarism occurs when a student copies direct phrases from a text (e.g. books, journals, internet) and does not provide quotation marks, or paraphrases or summarizes those ideas without giving credit to the author or authors. In all cases, if such information is not properly and accurately documented with appropriate credit given, then the student is guilty of plagiarism.

## **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 the [Honor Code Policy](#).

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## **University Safety Statement:**

MSU 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).

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## **COVID-19:**

To safeguard the health of all members of the MSU campus during this global pandemic, the university has reconfigured classroom spaces and adjusted room capacities to assure adequate physical distance between all individuals in each room. In addition, the university has published requirements for the use of face coverings for everyone on campus, including specific requirements for their use in all classrooms, labs, and shared office spaces regardless of physical distancing. In order to mutually protect the students' freedom to learn and the instructor's ability to teach in a safe classroom environment, everyone in this classroom is required to wear a face covering in the classroom in accordance with MSU policy (<https://www.msstate.edu/sites/www.msstate.edu/files/SafeReturnBooklet.pdf>). If a student cannot wear a face covering due to a medical condition, they should request an accommodation via the Office of Disability Support Services. If a student simply doesn't want to wear a face covering, they will not be permitted to remain in the classroom or lab.

In the event that face-to-face classes are suspended due to the pandemic or its effects, the instructor will continue instruction in a manner that best supports the course content and student engagement. In this event, all instructors will notify all students of the change via their university email address (the official vehicle for communication with students). At that time, they will provide details about how instruction and communication will continue, how academic integrity will be ensured, and what students may expect during the time that face-to-face classes are suspended. If a student becomes unable to continue class participation, the student should contact their instructor and advisor for guidance.

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### **Attendance Policy for Face-to-Face Instruction**

This section is a face-to-face instructional class. Per Academic Operating Policy 12.09, students are expected to attend all class meetings in person.

Should a student expect a university-excused absence from a class, the student should contact the course instructor of record to inform them of the absence and the reason for it. Special instructions regarding illness and contagious infection are included in the syllabus section entitled: Contagious Infection and Other Health Accommodations for face-to-face instruction.

[INSTRUCTOR NOTE] The "Attendance policy for face-to-face instruction" statement is intended for courses with face-to-face delivery. Current language may not be appropriate for all courses. Instructors providing courses with a real-time attendance expectation, including online synchronous and hybrid methods of delivery, may want to adjust the language accordingly. Instructors providing courses with no real-time attendance expectation (e.g., online asynchronous) may choose not to include this statement in their syllabi.

#### **Contagious Infection and Other Health Accommodations for face-to-face instruction**

Students required to isolate due to symptomatic or asymptomatic contagious infection or quarantine due to potential exposure to contagious infection will be accommodated on a case-by-case basis. Such students must provide an excuse from either the Dean of Students, the Longest Student Health Center, or qualified medical practitioner directing quarantine procedures, and the recommended date of return. Information provided will be enforced at the instructor's discretion.

In cases meriting accommodation, quarantining students may be expected to log into the lecture during the scheduled class time or complete equivalent assignments approved by the instructor. If a student is too ill to participate in a class at the scheduled time, the student may be provided a link to a recording of the lecture or offered a similar accommodation as determined by the instructor.

It is the responsibility of the student to initiate and maintain contact with their instructor(s) regarding their quarantine status. All accommodations are subject to the instructions provided by the Dean of Students', Longest Student Health Center, or qualified medical practitioner.

[INSTRUCTOR NOTE] The "Contagious Infection and Other Health Accommodations for face-to-face instruction" statement is recommended for all course syllabi. If your course is not delivered face-to-face, you may choose to remove "for face-to-face instruction" from the title. All remaining information in the statement may be applicable to your course(s).

### Course Schedule \*

\*Course Schedule: I reserve the right to make changes to the course schedule as needed.

Date	Topic	Application Assignment	LearnSmart Assignment
11-Jan	Class Introduction		
<b>Module 1: External Influences</b>			
13-Jan	Chapter 1: Introduction to the World of Retailing		
15-Jan			<b>Ch. 1 (Practice)</b>
20-Jan	Chapter 2: Types of Retailers		
22-Jan			
25-Jan	Chapter 3: Multichannel and Omnichannel Retailing		
27-Jan	Chapter 3 (Continued)		
29-Jan		<b>Ch. 3</b>	<b>Ch. 3</b>
1-Feb	Chapter 4: Customer Buying Behavior		
3-Feb	Chapter 4: Continued		
5-Feb		<b>Ch. 4</b>	<b>Ch. 4</b>

<b>Date</b>	<b>Topic</b>	<b>Application Assignment</b>	<b>LearnSmart Assignment</b>
8-Feb	Chapter 5: Retail Marketing Strategy		
10-Feb	Chapter 5: Continued		
12-Feb		<b>Ch. 5</b>	<b>Ch. 5</b>
15-Feb	Chapter 6: Financial Strategy		
17-Feb	<b>Exam 1</b>		
19-Feb		<b>Ch. 6</b>	<b>Ch. 6</b>
22-Feb	Chapter 7: Retail Locations		
24-Feb	Chapter 8: Retail Site Location		
26-Feb		<b>Ch. 7 and 8</b>	<b>Ch. 7 and 8</b>
1-Mar	Chapter 16: Store Layout, Design, and Visual Merchandising		
3-Mar	Chapter 16: Continued		
5-Mar		<b>Ch. 16</b>	<b>Ch. 16</b>



Date	Topic	Application Assignment	LearnSmart Assignment
8-Mar	Chapter 11: Managing the Merchandise Planning Process		
10-Mar	Chapter 11: Continued		
12-Mar		<b>Ch. 11</b>	<b>Ch. 11</b>
15-Mar	Chapter 12: Buying Merchandise		
17-Mar	<b>Exam 2</b>		
19-Mar		<b>Ch. 12</b>	<b>Ch. 12</b>
22-Mar	Chapter 9: Information Systems and Supply Chain Management		
24-Mar	Chapter 13: Retail Pricing		
26-Mar		<b>Ch. 9</b>	<b>Ch. 9</b>
29-Mar	Chapter 13 (Continued)		
31-Mar	Chapter 10: Customer Relationship Management		

Date	Topic	Application Assignment	LearnSmart Assignment
2-Apr	<b>No Class</b>		
5-Apr	Chapter 10 (Continued)		
7-Apr	Chapter 17: Customer Service		
9-Apr		<b>Ch. 10 and 13</b>	<b>Ch. 10 and 13</b>
12-Apr	Chapter 17 (Continued)		
14-Apr	Chapter 15: Human Resources and Managing the Store		
16-Apr		<b>Ch. 17</b>	<b>Ch. 17</b>
<b>19-Apr</b>	<b>No Class</b>		
<b>23-Apr</b>	<b>Exam 3: 8:00 - 11:00</b>		