



## Course Information

Course Number: MKT 326  
Course Title: Innovations in Retailing  
Section: 500 & 501  
Time: Tuesday & Thursday 11:30am  
Location: WCBA 156  
Credit Hours: 3

## Instructor Details

Instructor: Dr. Alex Pratt  
Office: 220M Wehner  
E-Mail: apratt@mays.tamu.edu  
Office Hours: By appointment

## Course Description

This course explores retail strategies such as distribution, private labels, customer service labels, visual presentation, pricing, and marketing mix that influence a retail business model.

## Course Prerequisites

*MKT 321*

## Special Course Designation

*Core Curriculum*

## Course Learning Outcomes

- Exploration of the world of retailing as an industry, including types of retail organizations and how online retailing has impacted the industry.
- Development of retailing strategy for a modern retail enterprise, including marketing, financial, site selection, information systems, and supply chain.
- Understanding the increasing importance of customer relationship management processes to gather data, personalize marketing efforts and delight the customer while balancing profitability.
- Applying merchandise management processes, including managing the merchandise planning process.
- Evaluating retail operational issues (store management responsibilities, tech-empowered employees, organizational silos, customer service, supply chain efficiencies).

## Textbook and/or Resource Materials

- *Retailing Management*, 10<sup>th</sup> Edition, by Michael Levy, Barton Weitz, and Dhruv Grewal



### Grading Policy

- Exams (3 @ 60% of your grade) – There will be three exams each of which will cover approximately one-third of the class. Accordingly, the third exam will not be a comprehensive final exam. The exams will likely be some combination of multiple choice and short answer. Each exam will be given through Blackboard and will be an open note/book exam (notes must not be online). The exams will be taken at the time of class and monitored via Zoom.
- Case Studies (5-6 @ 30% of your grade) – The purpose of case studies is to challenge students to think critically while evaluating creative marketing solutions to problems that retailers commonly face. Students will read and prepare for cases that will be discussed in class. In addition to encouraging students to think critically, case studies are also intended to foster an environment in which students can share and challenge each other's' point of view. Participation in the discussion of case studies in class will be imperative to the success on the assignment.
- Quizzes (5% of your grade) – Expect 4-6 quizzes throughout the semester. They may or may not be announced ahead of time. At the end of the semester, I'll drop your two lowest quiz grades.
- Participation (5% of your grade) – Given our class size, as well as the nature of dual delivery, it will be even more important that each of you be an active participant in class. It will also be much easier for me to know if you are. I will try to ask questions in class to allow you to "help" in teaching the class. The participation grade is a rather subjective assessment and one that is somewhat relative in the sense that your participation will be evaluated relative to others. The best way to ensure you get the most points possible here is to participate.

#### Grading Scale

- A: 90-100
- B: 80-89.99
- C: 70-79.99
- D: 60-69.99
- F: Below 60

### Late Work Policy

Late work (e.g., submitting a deliverable after the established deadline) will not be accepted. Any work turned in after the due date – will receive a zero. Work submitted by a student as makeup work for an excused absence is not considered late work and is exempted from the late work policy. (See Student Rule 7.)



## Course Schedule

<u>Date</u>	<u>Topic</u>	<u>Reading Assignment</u>
Week 1 (January 19 & 21)	Introduction to Class and Retailing	Text: Chapter 1
Week 2 (January 26 & 28)	Introduction to Retailing and Types of Retailers / Case Study 1	Text: Chapters 1 & 2
Week 3 (February 2 & 4)	Multichannel and Omnichannel Retailing / Russell Kolb, Academy Sports + Outdoors	Text: Chapter 3
Week 4 (February 9 & 11)	Customer Buying Behavior / Case Study 2	Text: Chapter 4
Week 5 (February 16 & 18)	Snow Days	
Week 6 (February 23 & 25)	Exam 1 (take home) / Vicki Spencer, VP eCommerce, Signet Jewelers	
Week 7 (March 2 & 4)	Texas Independence (no class) / Joanna Koliba and Bobby Hamous, Barnes & Noble	
Week 8 (March 9 & 11)	Case Study 3 / Rob Hall, HEB	
Week 9 (March 16 & 18)	Kathryn and Mathieu Seguin, Walmart / No Class (Friday classes on this day)	
Week 10 (March 23 & 25)	Case Study 4 / Retail Market Strategy	Text: Chapter 5
Week 11 (March 30 & April 1)	Customer Relationship Management / Managing the Merchandise Planning Process	Text: Chapters 10 & 11
Week 12 (April 6 & 8)	Exam 2 / Lauren Hill, The Container Store	
Week 13 (April 13 & 15)	Retail Pricing / Courtney McKenzie, Buckle	Text: Chapter 17
Week 14 (April 20 & 22)	Retail Communication Mix / Case Study 5	Text: Chapter 13
Week 15 (April 27 & 29)	Store Layout, Design, and Visual Merchandising / Customer Service	Text: Chapters 16 & 17
Week 16 (May 3)	Exam 3 @ 11:00am	

*\*Schedule is subject to change. Assignments will be posted a minimum of 14 days in advance before the due date.*

## University Policies

*This section outlines the university level policies that must be included in each course syllabus. The TAMU Faculty Senate established the wording of these policies.*

**NOTE:** Faculty members should not change the written statements. A faculty member may add separate paragraphs if additional information is needed.



## Attendance Policy

The university views class attendance and participation as an individual student responsibility. Students are expected to attend class and to complete all assignments.

Please refer to [Student Rule 7](#) in its entirety for information about excused absences, including definitions, and related documentation and timelines.

## Makeup Work Policy

Students will be excused from attending class on the day of a graded activity or when attendance contributes to a student's grade, for the reasons stated in Student Rule 7, or other reason deemed appropriate by the instructor.

Please refer to [Student Rule 7](#) in its entirety for information about makeup work, including definitions, and related documentation and timelines.

Absences related to Title IX of the Education Amendments of 1972 may necessitate a period of more than 30 days for make-up work, and the timeframe for make-up work should be agreed upon by the student and instructor" ([Student Rule 7, Section 7.4.1](#)).

"The instructor is under no obligation to provide an opportunity for the student to make up work missed because of an unexcused absence" ([Student Rule 7, Section 7.4.2](#)).

Students who request an excused absence are expected to uphold the Aggie Honor Code and Student Conduct Code. (See [Student Rule 24](#).)

## Academic Integrity Statement and Policy

"An Aggie does not lie, cheat or steal, or tolerate those who do."

"Texas A&M University students are responsible for authenticating all work submitted to an instructor. If asked, students must be able to produce proof that the item submitted is indeed the work of that student. Students must keep appropriate records at all times. The inability to authenticate one's work, should the instructor request it, may be sufficient grounds to initiate an academic misconduct case" ([Section 20.1.2.3, Student Rule 20](#)).

You can learn more about the Aggie Honor System Office Rules and Procedures, academic integrity, and your rights and responsibilities at [aggiehonor.tamu.edu](http://aggiehonor.tamu.edu).

**NOTE:** Faculty associated with the main campus in College Station should use this Academic Integrity Statement and Policy. Faculty not on the main campus should use the appropriate language and location at their site.



## Americans with Disabilities Act (ADA) Policy

Texas A&M University is committed to providing equitable access to learning opportunities for all students. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Resources in the Student Services Building or at (979) 845-1637 or visit [disability.tamu.edu](http://disability.tamu.edu). Disabilities may include, but are not limited to attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability related needs with Disability Resources and their instructors as soon as possible.

**NOTE:** Faculty associated with the main campus in College Station should use this Americans with Disabilities Act Policy statement. Faculty not on the main campus should use the appropriate language and location at their site.

## Title IX and Statement on Limits to Confidentiality

Texas A&M University is committed to fostering a learning environment that is safe and productive for all. University policies and federal and state laws prohibit gender-based discrimination and sexual harassment, including sexual assault, sexual exploitation, domestic violence, dating violence, and stalking.

With the exception of some medical and mental health providers, all university employees (including full and part-time faculty, staff, paid graduate assistants, student workers, etc.) are Mandatory Reporters and must report to the Title IX Office if the employee experiences, observes, or becomes aware of an incident that meets the following conditions (see [University Rule 08.01.01.M1](#)):

- The incident is reasonably believed to be discrimination or harassment.
- The incident is alleged to have been committed by or against a person who, at the time of the incident, was (1) a student enrolled at the University or (2) an employee of the University.

Mandatory Reporters must file a report regardless of how the information comes to their attention – including but not limited to face-to-face conversations, a written class assignment or paper, class discussion, email, text, or social media post. Although Mandatory Reporters must file a report, in most instances, a person who is subjected to the alleged conduct will be able to control how the report is handled, including whether or not to pursue a formal investigation. The University's goal is to make sure you are aware of the range of options available to you and to ensure access to the resources you need.

Students wishing to discuss concerns in a confidential setting are encouraged to make an appointment with [Counseling and Psychological Services](#) (CAPS).

Students can learn more about filing a report, accessing supportive resources, and navigating the Title IX investigation and resolution process on the University's [Title IX webpage](#).

**NOTE:** Faculty associated with the main campus in College Station should use this Title IX and Statement on Limits of Liability. Faculty not on the main campus should use the appropriate language and location at their site.

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## Statement on Mental Health and Wellness

Texas A&M University recognizes that mental health and wellness are critical factors that influence a student's academic success and overall wellbeing. Students are encouraged to engage in healthy self-care by utilizing the resources and services available from Counseling & Psychological Services (CAPS). Students who need someone to talk to can call the TAMU Helpline (979-845-2700) from 4:00 p.m. to 8:00 a.m. weekdays and 24 hours on weekends. 24-hour emergency help is also available through the National Suicide Prevention Hotline (800-273-8255) or at [suicidepreventionlifeline.org](https://suicidepreventionlifeline.org).

## COVID-19 Temporary Addendum to Minimum Syllabus Requirements

The Faculty Senate temporarily added the following statements to the minimum syllabus requirements in Spring 2021 as part of the university's COVID-19 response.

### *Campus Safety Measures*

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University has adopted policies and practices for the Spring 2021 academic term to limit virus transmission. Students must observe the following practices while participating in face-to-face courses and course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.):

- Self-monitoring—Students should follow CDC recommendations for self-monitoring. **Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely if that option is available, and should not participate in face-to-face instruction.**
- Face Coverings—Face coverings must be properly worn in all non-private spaces including classrooms, teaching laboratories, common spaces such as lobbies and hallways, public study spaces, libraries, academic resource and support offices, and outdoor spaces where 6 feet of physical distancing is difficult to reliably maintain. Description of face coverings and additional guidance are provided in the [Frequently Asked Questions \(FAQ\)](#) available on the [Provost website](#).
- Physical Distancing—Physical distancing must be maintained between students, instructors, and others in course and course-related activities.
- Classroom Ingress/Egress—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- To attend a face-to-face class, students must properly wear an approved face covering. If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the [Student Conduct office](#) for sanctions. Additionally, the faculty member may choose to teach that day's class remotely for all students, or dismiss the class in the case of a traditional face to face lecture.

### *Personal Illness and Quarantine*

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Students required to quarantine must participate in courses and course-related activities remotely, if that option is available, and **must not attend face-to-face course activities**. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.

Students experiencing personal injury or illness that is too severe for the student to attend class qualify for an excused absence (See [Student Rule 7, Section 7.2.2.](#)) To receive an excused absence, students must comply with the documentation and notification guidelines outlined in Student Rule 7.

## College and Department Policies

### Statement on Inclusion

Texas A&M University is committed to enriching the learning and working environment for all visitors, students, faculty, and staff by promoting a culture that embraces inclusion, diversity, equity, and accountability. Diverse perspectives, talents, and identities are vital to accomplishing our [mission](#) and living our [core values](#).

**The following resources are available to support you in promoting an inclusive culture:**

- [Stop Hate Website](#) – Report hate/bias incidents
- [TAMU Office for Diversity Resources](#)
- [Department of Multicultural Services](#) – Educational/developmental programs to foster inclusion
- [Counseling and Psychological Services](#) – Support for mental health and emotional well-being

### Mays Food & Beverage Policy with Temporary COVID-19 Amendment

We have beautiful and state-of-the-art classrooms in the Wehner Building and Cox Hall. We want to maintain the high quality of these classrooms for the students in future years. Thus, it is necessary for you to adhere to the established policy of no beverages, food, tobacco products, or animals (unless approved) within the classrooms.

Further, for the safety of our campus community, while COVID-19 protocols are in place, eating and drinking in university teaching classrooms are not allowed.

Eating and drinking should be limited to designated dining areas, one's dorm room, or outside while maintaining physical distancing of 6 feet or greater from others.

Please hydrate well before class. If someone needs to hydrate for health reasons, they can briefly leave the class, hydrate, and return.