**Syllabus:** Principles Of Retailing **Instructor Information**

**Course Number:** MRKG 1302 Name: Pamela Hamilton

MRKG 1381 Room : 2059

**Semester:** Spring Telephone: 903.794.3891 2059

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**Textbook Information:**  Dunne & Lusch, *Retailing,* 6th Edition South-Western

# Course Description: With retail providing one out of every five jobs in today’s economy, it is a great choice to help students prepare for future career opportunities. Retailing will take at look at how one matches the individual demands of the consumer with vast quantities of supplies produced by a huge range of manufacturers and service providers.

All students must work a minimum of 15 hours a week and have a choice of early release or late arrival based on their class and work requirements. All students are required to be a part of DECA and can enjoy the opportunities that DECA has to offer. Opportunities include leadership conferences and competition. DECA can open your eyes to the world of marketing.

**Course Objectives**:

1. Students should learn how retailing can be a fun, exciting, challenging, and rewarding career choice. It also gives students insight into the inter-relationship of the various activities that retailers face daily, illustrating the need for both creativity and analytical skills.
2. Students should be able to identify consumer segments, environmental trends, and traditional and nontraditional retailing markets.
3. Students should be able to explain the functions of retailing – buying, storing, pricing, selling, financing, information management, advertising, and risk management.
4. Students should learn some effective techniques useful in the retailing world.

**Course Work & Grading**: There will be five tests administered over the course of the semester. Students will also be required to maintain a Retailing Journal. A regular sized (70-80 ct) spiral notebook is perfect for the journal. In this journal, students will write thoughtful responses to text book cases that are presented in the assigned text and also journal their own interpretations to concepts discussed and assigned in class by the instructor. The journal is not graded on spelling, punctuation, or grammar. It is, however, graded on how thoughtful the responses are to the assigned topics and the relation to this course. **Each journal entry should be at least one page handwritten in length to receive credit.** The journal should be brought to class each and every meeting, and you should be prepared to share what you have written with a small group of your peers (soon to be friends!). Do not get behind in the journal.

One project will be required for the semester, where students will take the broad base of knowledge learned throughout the semester and incorporate that information into a presentation / project that analyzes two different retail establishments. More information will follow later in the semester. Final grade will be determined by the following standards.

**Work Release –** Students are responsible for obtaining a job before school starts. They must work 15 hours a week to receive credit. Documentation is through their pay stubs and employer evaluation. Students are encouraged to join the DECA club which provides leadership and competitive opportunities.

*MRKT 1381 Cooperative Education Business Marketing* - grade will come from combination of Paystubs and Employer Evaluations.

**Student Assessment & Grading Scale (College Grade)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Percentage** | **From** |  | **Final Grade** | **Average** |
|  | Chapter Tests |  | **A** | 90 - 100 |
|  | **B** | 80 - 89 |
|  | **C** | 70 - 79 |
|  | Daily Work/ Journals |  | **D** | 60 - 69 |
|  | Project |  | **F** | 59 - Below |

# Grading – (Local) Texas High Report Card Grade

Marketing students will receive **one grade** on the report card thatrepresents **3 grades and 3 credits towards graduation.** The grade comes from the following:

* 50% Class work – Daily work and Journals
* 50% Tests – Tests, Projects
* The 3 six weeks grades plus the Final which counts as 1/7 will be averaged for the FINAL COLLEGE GRADE

**ABSENTEE POLICY**Texarkana College’s absentee policy allows instructors to withdraw a student from a course due to excessive absences. Texas High will **remove** a student from any DC course if the students receives make up hours in that course. If a student leaves and returns during class or leaves the class before the class is over, he/she may be considered absent. Three tardies constitute one absence.

A student should not stop attending a class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops attending class after the published Last Day for Students to Drop, the student may receive a grade of “F” in the class. The instructor will submit the last date of attendance for students receiving a grade of “F” or “W”.

Withdrawal from a course(s) **may** affect a student’s current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short and long term consequences of a withdrawal.

**Make-up Policy**

The student is responsible for work missed because of illness, school business, religious holidays, military service or other circumstances. **All incomplete work must be made up within two class days of the date of absence.** No incomplete grades will be given for failure to attend and participate. If you must quit, you should initiate an official withdrawal in the Admissions Office prior to the last date to drop courses:

**Academic Integrity Statement**

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an “F”.

**The following is an outline and may change as circumstances require:**

|  |  |
| --- | --- |
| **Week** | **Topic** |
| 1 | Ch 1 Intro to Retailing |
| 2 | Journal 1 - Look at the top 10 retailers (businesses) in the world? Found on the front cover. Choose one and describe how they have been important / influential to others. How did they reach the top? |
| 3 | Ch 2 – Strategic Planning – Complete SWOT Analysis |
| 4 | Journal 2 - A SWOT analysis is very important to any business. Explain what it is and give examples of questions to be answered in each section. (page 50 very helpful)  Ch 1 & 2 TEST |
| 5 | Ch 3 |
| 6 | Ch 4  Journal 3 - What are the unique customer benefits offered by the three retailing channels: stores, catalogs, and the internet? Explain which channels you use and why. (page 119-120 Helpful) |
| 7 | Ch 3 & 4 TEST |
| 8 | Ch 5 Supply Chain  Journal 4 - Transportation is an important part of the supply chain. How is Texarkana marketing themselves in this area and what modes of transportation do we have to offer business considering locating here? |
| 9 | Ch 6 – Legal and Ethical Behavior |
| 10 | Ch 5 & 6 TEST |
| 11 | Ch 7 Market and Retail Selection  Journal 5 - Describe how retailers determine if there is a market willing to buy their product. Once they know who their market is they can reach them through several different type of retailers. Describe one and why/what type of market they reach. |
| 12 | Social Media Unit – Power point over assigned type of media will be presented to class |
| 13 | Test over Ch 7 and Sales Unit  Project Papers Due |
| 14 | Project Presentations - Compare 2 different types of brick and mortar retail establishments and one online location |
| 15 | Ch 11 Advertising and Promotion  Journal 6 - How do retailers get you to visit their stores more frequently and buy more merchandise during each visit? How do you decide which stores to patronize? Do some advertisers cross the ethical line to get patrons in? |
| 16 | Journal 7 – Different Brands of car dealerships are usually located near one another or on the same street. What are the pros and cons of this strategy? List another type of product that normally practices this same retail style that can be found locally. |
| 17 | Ch 12 Customer Service  Journal 8 – Many experts believe that customer service is one of retailing’s most important issues. How can retailers that emphasize price (such as discount stores, category specialists, and off-price retailers) improve customer service without increasing costs and prices? P390 – 412 has more info customer serv. |
| 18 | Ch 11 & 12 TEST |

**Class Policies:**Cell phones and beepers must be turned off and not visible in the class. If a student is caught text-messaging or talking on the phone in class, the student will receive a warning and will be dropped from class after the second offense.

Students should make arrangements with the instructor in advance if they need to leave class before dismissal. There will be a zero tolerance policy for any behavior that is disruptive of classroom learning. This includes ANY use of vulgar language or rude behavior toward instructor or any other student in the class.

**Disability Act Statement:**

Texarkana College and Texas High comply with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact Larry Andrews at 903.823.3283, or go by the Recruitment, Advisement, and Retention Department located in the Administration building for personal assistance.

If you have an accommodation letter from their office indicating that you have a disability which requires academic accommodations, please present it to me so we can discuss the accommodations that you might need for this class. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to make the accommodations.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, have read and understand the expectations for Principles of Retailing

MRKG 1302 and MRKG Release 1381