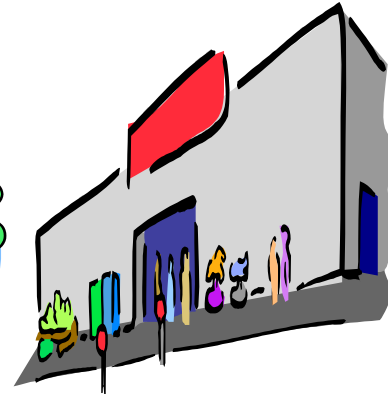


MIDDLESEX COMMUNITY COLLEGE

Middletown, CT

## SYLLABUS

### PRINCIPLES OF RETAILING



**BMK\*103**

ONLINE

CRN 3825 BMK F103

Instructor: Mr. Daniel F. Viens

**FALL 2014**

*Today, is a great yet challenging time to be studying retailing. The retail environment is extremely dynamic and is demanding increasing skills and education. Retailing today is at a fascinating crossroad. On the one hand, retail sales are at their highest point in history but at what cost. New technologies are improving retail productivity. There are lots of opportunities to start a new retail business - - - or work for an existing one - - - or become a franchise. Global retail opportunities are abound. On the other retailers face numerous challenges. Many consumers are bored with stores. Retailers are unsure about the Web. Price cutting is a major concern and retailers attempt to answer the questions; "How can we stand out in a highly competitive market?" and "How can we best serve our customers while earning a fair profit?" Retailers are constantly looking for dynamic, creative, open-minded, fast paced individuals.*

*Can retails flourish in today's tough marketplace? You bet! We need to give consumers what they want! Are you ready for the challenge?*

### **COURSE DESCRIPTION**

The study of the retail sector of our economy and the role it plays in the marketing process. Emphasis is placed upon current trends in retailing and factors responsible for change. The organization and operation of conventional retailing institutions and non-store methods of retailing will be explored.

**Prerequisite:** Placement in English 101 or permission of instructor

## **COMMON CORE OBJECTIVES:**

In today's competitive environment, employers expect you to have a skill set when you graduate. Hiring and promotion decisions are based in large part upon:

- Excellent written and oral communications skills
- Excellent critical thinking and problem solving skills
- Excellent teamwork and team building skills
- An ability to understand the viewpoint of others
- Excellent listening skills

This online course is designed to help you improve your skills in these areas while gaining knowledge of the principles of retailing in our economic system and in the global marketplace.

It is the goal of the Business Division for each Business student to develop an understanding of basic retailing/principles and practices. The following common course objectives are intended to achieve this:

- An understanding of retailing and its importance to the marketing process
- A knowledge of the nature of competition in retailing today
- An understanding of the importance of customer services and satisfaction
- And appreciation of the complex environmental forces that affect retail decision making process
- And ability to classify conventional retail institutions
- An ability to identify and discuss non-store and non-traditional methods of retailing
- An understanding of the variables involved in strategic planning
- The ability to forecast future trends in retailing
- A continued development and evaluation of career opportunities in retailing

It is expect that exposure to the common core objectives will enable students to develop an understanding for retailing principles; become a retailing decision-maker; and be an educated consumer. The instructor has the academic freedom to determine how he/she will incorporate these common core objectives into his/her course.

## **Online Distance Learning:**

You can take a self-assessment test to find out if you are ready for online learning.

<http://www.mxcc.commnet.edu/Content/READI.asp>

## **COURSE RESOURCES:**

### **Required Textbook:**

**RETAILING** Dunne (Texas Tech University) and Lusch (University of Arizona), Seventh Edition, Thomson – Southwestern Publishing, 2011, ISBN: -13:978-1-4390-4081-8

Our textbook is one of the newest retailing books published. We will work from the text, making reference to various graphs, charts and case problems. Each student must have the textbook and refer to it on a regular basis.

Although we will be reading each chapter as a separate unit of study, try to relate it to the entire marketing process. By linking the content of each chapter to other units of study, you will begin to appreciate that retailing is a tapestry with many threads that run parallel to and across one another.

The publisher if this text has an outstanding web site that is available for student use. Click on the student edition and the best part is that the site is free.

### **Readings:**

A student is expected to be aware of current trends in retailing and business throughout our nation and the world. This will require you to read daily newspapers and weekly magazine publications. Current events will be incorporated as BONUS questions throughout the course. Being aware of current events will assist you in contributing meaningfully to all threaded discussions.

### **Internet Access:**

Internet access is required. Middlesex Community College provides computer facilities that include access to the internet and Microsoft Office software. Students will be provided with a Banner ID number to access college computer facilities. You will be required to sear for information on the World Wide Web. Suggested search engines include:

[www.google.com](http://www.google.com)

[www.yahoo.com](http://www.yahoo.com)

[www.lycos.com](http://www.lycos.com)

[www.dogpile.com](http://www.dogpile.com)

[www.gotto.com](http://www.gotto.com)

[www.goveexec.com/dailyfed](http://www.goveexec.com/dailyfed)

\*\*\* <http://www.thorsonedu.com/marketing/dunne>

### **Online Library Catalog:**

All students should have a Library Card. You will be able to search the Middlesex Community College Library catalog for holdings as well as those of the other community colleges by visiting

<http://hubris.mxcc.commnet.edu>

The Jean Burr Smith Library Homepage site enables you to access a wealth of useful databases. The site:

[www.mxcc.commnet.edu/rsrscs/library/library.htm](http://www.mxcc.commnet.edu/rsrscs/library/library.htm)

## **COURSE REQUIREMENTS:**

### **Academic Policies:**

Can be found on page 24 of the college catalog.

### **Academic Integrity:**

Both plagiarism and cheating are grounds for a student's immediate dismissal from the College. At MxCC we expect the highest standards of academic honesty. This online course will ask you to work independently and in groups. In most cases, you are responsible for preparing your own work and documenting the work of others. Cheating, plagiarism, and other types of misconduct are not acceptable. In addition, today's information environment has changed. Research is available on the Internet, but how can you use it and cite it properly? There are many forms of academic dishonesty, ranging from cheating, using the work of others, failing to properly cite sources, and purchasing papers from the Internet. For additional information, please refer to Section 5.2.1 of the Board of Trustees' Policy Manual.

### **Assignments:**

An Assignment sheet covering the exact lesson being presented each class session is available on the home page.

## **Announcements:**

Students are advised to read the Announcement section on the BlackBoard web site once every week. I will be using this feature to communicate with the class as a whole. Motivational quotes, Bonus questions, Course changes and General comments will be made on this link.

## **Bonuses:**

Bonuses (worth 3 points) will be made available throughout the course. Bonuses will deal with current events and will be found in the ANNOUNCEMENT section. They will also pop-up. You will have 48 hours to respond and please submit your response to my email unless told otherwise.

## **Computer Access:**

YOU MUST HAVE ACCESS TO A COMPUTER with high speed internet connection (DSL or cable). You should also have a backup plan in case something happens with your connection or computer.

## **Preparation and Study Time:**

You must prepare for each session by reading all assigned material and completing all homework assignments prior to the noted time that the assignment needs to be submitted. Most college courses require students to spend a significant amount of time preparing. A general outline is that at least one – two hours should be spent reading the unit in preparation. Students who regularly spend this amount of time each week preparing for class tend to do very well, assuming they make effective use of their time.

## **Class Format and Sessions:**

My overall goal for this online class is to assist you in successfully achieving your objectives for the course. Thorough preparation for this class, constructive participation in threaded discussions and engagement in case problems and teamwork is essential to achieving the professor's and the students' goals. Sessions will be devoted to reviewing assigned reading material, key concepts and retailing principles as they apply to the individual units of study. Important material, not always presented in the textbook, will be incorporated into discussions. Experiential application problems will be introduced to enable students to understand "How things work".

Learning is a social process that occurs through interpersonal interaction between others. You must cooperate and communicate, in and outside BlackBoard, to construct a shared understanding and knowledge of retailing principles. I will seek to foster an atmosphere conducive to learning. Such an environment requires preparedness, honest, maturity and courtesy from both parties.

## **Participation:**

Participation is essential for success. Each student is expected to contribute meaningfully to threaded discussions. **Retailing is all around us.** You are constantly exposed to the retailing activities which we will study. You are expected to share your experiences with others. We can all learn more from each other **not** from the instructor alone. Your grade for class participation will be based on the content and quality of participation (rather than the frequency) and initiatives to enrich discussions.

## **Homework and Other Assignments:**

You will be expected to have all assignments submitted on time. The Professor will check your work and award you appropriate credit for work submitted. **All assignments must be clearly identified, dated,** and submitted properly. Work submitted must be in complete sentence form and be of a college-level quality that you are proud to put your name to. **ALL ASSIGNMENTS TURNED IN LATE WILL NOT RECEIVE FULL CREDIT.**

## Policy Regarding assignments.

A student is expected to complete assignments at the time scheduled. No MAKE-UP exams will be given.

## COURSE ASSESSMENT:

Online classroom instruction, assignments, case problems, projects and exam are developed to provide each student with an opportunity to develop a skill set necessary for success in retailing. Constant reference is made to current business and industry standards with real-life applications and exercises. Additional assignments and case problems are presented to encourage student interaction and collaborative learning amongst students. Students may work in a group setting (even online) as well as learn independently. A capstone project is required for successful completion of the course.

The final outcome assessment measures a student's individual performance including participation; casework and written assignments; additional readings; and a final examination. A final grade will be assigned according to the prescribed policy. You will be provided specific information with each of the course requirements noted below.

## Assessment (Grading): \*\*

As in the case of most businesses, meeting deadlines is a critical component to the successful completion of this course.

### **Profile and Introduction** **5 points**

(You will submit a Profile (I DO NOT sell or share this information with anyone.) sheet to me via e-mail and write a paragraph introducing yourself to the class.)

### **Internet** **6 points**

(You are asked to register on the "Retailing Today" web site – for a FREE retail weekly newsletter and asked to visit the " National Retail Federation" web site and submit comments regarding this site.)

### **Retail Questions** **36 points**

(A the end of a chapter you will find questions to respond to. Some weeks you may be given choices of questions and I may even surprise you and not assign questions for that week.)

### **Retail Cases** **18 points**

(A the end of a chapter you will find a retail case to answer. Some weeks I may even surprise you and not assign a case for that week.)

### **Assignments** **24 points**

(Consumer Paper: A one page paper describing retail consumers of your choice. Retail Project. Writing Exercise. Mystery Shopper. Retail Promise)

### **Group Assignment** **5 points**

Pick another student in the class. As a team, select any case from your textbook which has NOT been assigned and submit your team response. Your response should be ONE page in length. On the TOP of the paper highlight both your names and you need to only submit once in the DISCUSSION Board. A team is more than ONE.

**Capstone Project\*****20 points**

(You will OPEN up a NEW retail store via a PowerPoint presentation and a written paper. More information to follow. You will have two weeks at the end of the course to finalize your presentation. I will give you the Table of Contents as a Guideline)

**Final Assessment\*****10 points**

Complete an Integrative case of your choice.

**TOTAL****124 points**

\*Failure to complete these will result in a grade of an F.

\*\* Specific and detailed instruction will be given for each of the above assignments.

**Grades:**

Final grades will be determined by applying the percentages listed above to the work submitted. A student should retain all assignments for the semester. In the event that a student disagrees with the grade he/she earned, the student must produce all work to support the contention that a grade was incorrectly awarded. If the student is unable to produce all work, the instructor's grade book will be considered accurate. (Pluses and minuses will be given.)

A = 110 – 124 points

B = 96 - 109 points

C = 81 – 95 points

D = 67 – 80 points

F = < 67

**COLLEGE Policy:**

All policies are presented in the College Catalog.

**IMPORTANT COLLEGE POLICIES!! PLEASE READ CAREFULLY!**

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather and emergency closings, and more, please go to the following website: [www.mxcc.edu/catalog/syllabus-policies/](http://www.mxcc.edu/catalog/syllabus-policies/) or scan the QR code with your smart phone. Also, please become familiar with the policies regarding nondiscrimination, sexual misconduct, and general student conduct at the following website: [www.mxcc.edu/nondiscrimination/](http://www.mxcc.edu/nondiscrimination/).

**NON-DISCRIMINATION STATEMENT**

Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:

- Primary Title IX Coordinator  
Dr. Adrienne Maslin  
Dean of Students/Title IX and Section 504/ADA Coordinator  
amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123|
- Secondary Title IX Coordinator  
Ms. Mary Lou Phillips  
Director of Human Resources, Middlesex Community College  
mphilips@mxcc.edu; 860-343-5751; Founders Hall Room 115
- Secondary Title IX Coordinator  
Ms. Queen Fordham  
Coordinator of the Meriden Center Welcome Desk  
qfordham@mxcc.edu; 203-608-3011

### **Withdrawal:**

If for any reason, a student is unable to complete the course, he/she must follow the college policy and officially withdraw from the course. Appropriate forms are available at the Records Office. A grade of “W” will be recorded for all withdrawals. If a student does not withdraw, he/she will be awarded the letter grade earned; which is usually an “F”. Once a grade is officially recorded with the Registrar, the grade will NOT be changed at a later date. There will be NO exceptions to this policy.

### **Incomplete:**

An incomplete is a temporary grade assigned when course work is missed and the student agrees to complete the course requirements. An “I” (Incomplete) will be given in turn; the professor has the right to fairness from each student. This requires a commitment from each student, honest, and proper preparation for each class session.

### **The Professor’s Responsibilities to Students:**

- I will be prepared for each class session
- I will treat each student with dignity and respect
- I will be accessible to all students and will assist them in finding appropriate tutorial assistance
- I will make all assignments meaningful, clear and concise
- I will grade and return all assignments in a timely fashion
- I will be available.

### **Professor’s Expectations of Students or Students’ Responsibilities to the Course:**

- You must prepare for each class session (complete all reading and assignments)

- You must prepare for all assessments and exams
- You must treat others with respect (netiquette)
- You must conduct yourself in an appropriate businesslike manner
- You must be honest with yourself and others

Your grade for this class will reflect the time and effort that YOU put forward. You will success by setting goals for yourself. Hard work, time and effort will enable you to achieve your goals. Establish a routine of preparing for class, attend and participate in each session and seek help, when and if needed. Together, we will not only meet, but exceed expectations. Studies indicate that the first six weeks of a college semester are crucial to student successes and the student's decision to stay or leave college. As the semester begins, set realistic goals. Organize yourself and your schedule. Keep up to date with all readings and assignments. Establish priorities and utilize you time wisely. Communicate with your Professor, Remember ... YOUR Future will be whatever YOU Desire It to Be! Good luck in your efforts!

DFViens