

SADDLEBACK COLLEGE - BUSINESS SCIENCE DIVISION
BUS 136 ONLINE COURSE SYLLABUS

Principles Of Retailing

Class Title:	Principles of Retailing	Dates:	September 19 – December 18, 2016
Course Number:	BUS 136, Ticket #11075	Format:	100% Distance Education
OPTIONAL Orientation:	Thursday, 9/22 from 7:00-8:00 pm in BGS 134	Units:	3

Instructor Information

Rebecca Knapp, MBA

Email: rknapp@saddleback.edu

Office Phone: (949) 582-4613

Course Description

Study of merchandising, marketing, management, staffing, buying, pricing, transaction/stock control, location, layout, service, consumer behavior and service, and current problems and trends, as they apply to the retailing of goods and services.

Learning Objectives

Upon completion of this course, the student will be able to:

1. Describe a brief history of retailing.
2. Summarize all the manners in which technology is used in retailing.
3. Demonstrate retail human resource management skills, including but not limited to evaluating the mental, physical and emotional qualifications of a salesperson.
4. Explain current human resource management issues in retailing.
5. List the various types of retailers.
6. Identify and describe and/or apply effective merchandising techniques; differentiate among the categories of merchandising.
7. Name the types of business structures for retail business organizations.
8. Outline the various career opportunities.
9. Demonstrate effective inventory management skills; examine methods of controlling stock and shrinkage.
10. Compare buying strategies.
11. Describe the psychological aspects of retail consumer selling; analyze customer buying motives.
12. Demonstrate merchandising techniques.
13. Rate physical and virtual store locations.
14. Illustrate retail promotion concepts.
15. Outline customer service issues.
16. Identify financial controls.

Student Resources

Required Text: Levy, Michael, and Barton A. Weitz. *Retailing Management*. 9th edition. New York: McGraw-Hill/Irwin, 2014.

ISBN 978-0078028991. **MUST** include Connect Code. Access can be purchased online at

<http://connect.mheducation.com/class/r-knapp-fall-2016---11075>.

Class Format

Course instruction will be delivered online via Blackboard and special McGraw-Hill websites. Individual, group, and interaction occur online. The “online classroom atmosphere” will be active and engaging, and will require focus and commitment throughout the term. Be prepared to participate in class discussions by keeping up with assigned readings/homework and contributing thoughtful questions and input.

HOW THIS COURSE WORKS

This distance education course is taught using the texts and various online tools. The components are organized into three learning modes: textbook reading, online instruction, and “live” activities. Students will also be directed to various web sites to view video clips, complete activities, or read additional instructional material. You *must* have access to a computer with a reliable Internet connection, e-mail, and a recent version of Internet Explorer or Firefox. This course is not recommended for students who are computer novices.

This course is also NOT recommended for students who struggle with self-discipline or time management!

ONLINE RESOURCES TO UNDERSTAND FOR THIS COURSE

Blackboard

We will use Blackboard for the following:

- Posting to the Discussion Board
- Submitting Assignments
- Viewing PowerPoint Lecture Presentations
- Obtaining Forms or other Documents needed to complete Assignments

Connect

We will use Connect for the following:

- Completing Course Assignments
- Completing supplementary Learn Smart Modules

JupiterGrades

We will use JupiterGrades for our online course gradebook.

ONLINE INSTRUCTION VS. HOMEWORK

Online instruction is the distance education alternative to classroom instruction. It may take the form of a presentation to view in Blackboard, on YouTube, or on another Web site. Sometimes the instruction may take the form of additional reading. Online exams are considered part of the online instruction time.

Learning assignments will be due weekly and may be in the form of threaded discussions on the Blackboard Discussion Board, written assignments submitted via e-mail or through Blackboard, online chapter previews or other assignments. Since some learning activities would normally be carried out during classroom time, some of these activities are considered part of the online instruction time, and others are considered homework.

Online Instruction	Homework
<ul style="list-style-type: none">• Chapter Presentation Review• Weekly Discussion Participation• Semester Project (preparation)	<ul style="list-style-type: none">• Chapter Readings• Connect Assignments• Semester Project (presentation)

COURSE POLICIES

General Expectations

- All written assignments must be typed to be considered for credit.
- Students will respect that it may take up to 48 hours for the professor to respond to an email inquiry, and understand that sending numerous follow-up emails within that 48-hour period will not expedite a response.
- Students struggling in the course will come to the professor to seek guidance sooner than later.
- Students will conduct themselves in a professional and mature manner at all times while in class, working with teams and communicating online (email, Blackboard, etc.).
- Students are expected to take responsibility for their own learning. It is not the professor's responsibility to manage your time, deadlines or out-of-class project requirements.

Technology Knowledge Expectation

Basic Internet skills and access to word processing software are required for this course. Many options are available for students who desire to review Internet basics - including College courses and free online tools.

Participation

Students deciding not to participate in this course, retain responsibility to drop the class. Students who choose not to participate in the course and do not drop the class will receive an earned grade per the syllabus grading rubric.

Late Assignments

Assignments are considered late if they are turned in any time after the day of class they are due. Late assignments will have the grade reduced by one level (A to B, etc.) if turned in within one week of the due date. After eight days, and unless there are extenuating circumstances, the assignment will be given a zero. Makeup tests will be granted only if the instructor approves the absence in advance of the test date.

Plagiarism Policy

Academic integrity is taken very seriously in this course. Plagiarism is any conduct in academic work or programs involving misrepresentation of someone else's words, ideas or data as one's original work. Cheating is the use of any unauthorized materials, or information in academic work, records or programs, the intentional failure to follow express directives in academic work, records or programs, and/or assisting others to do the same. You are responsible for authenticating any assignment submitted to an instructor. If asked, you must be able to produce proof that the assignment you submit is actually your own work. Therefore, I recommend that you engage in a verifiable working process: Keep copies of all drafts of your work, make photocopies of your research materials, write summaries of research materials, save writing center receipts, keep logs or journals of your work, save drafts/revisions of assignments under different file names, etc. The inability to authenticate your work, should I request it, is sufficient grounds for failing the assignment. Academic dishonesty, including, but not limited to falsification, plagiarism, cheating or fabrication, which compromises the integrity of an assignment, a college record or a program is in violation of Saddleback College's student Code of Conduct. Please review your Student Handbook to fully understand your responsibilities within this important college policy.

Accommodations for Students with Disabilities

This course meets the requirements set forth in the accessibility checklist and universal design grid provided by Special Services. The Web pages, video presentations, textbooks and class materials used in this course are accessible to students with disabilities.

Privacy

The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades. Therefore, please do not call for grade information. Your grades will be made available through the JupiterGrades link found in Blackboard, and final grades will be posted through MySite.

ASSIGNMENTS

OPTIONAL Live Orientation

We have an OPTIONAL Orientation meeting on Thursday, 9/22 from 7:00-8:00 pm in BGS 134. Those who attend will start the semester with 25 points of extra credit.

Online Discussions

You are expected to read the assigned chapters before contributing to weekly discussions and activities. Every other week, you must participate in the posted Discussion Forums. You are required to post your original response thread by **Thursday** at 11:59 p.m. of the week the discussion is assigned, and then to respond to two other students' original posts by the following **Sunday** at 11:59 p.m. Discussion grades are earned by a combination the integrity of content and frequency of quality participation.

Connect Assignments

Every other week, a dynamic media assignment must be done using ConnectPlus. The assignment is due at 11:59 p.m. on the Sunday night of each week. Be sure to complete all chapters' activities to fully complete the assignment. Deadlines are listed in the Course Schedule.

Section Projects

Four section projects will be completed throughout the semester. They are 1) Case 38: Interviewing for a Management Trainee Position; 2) Sample Week Schedule for a Retail Store; 3) Store Layout & Planogram Design; and 4) Local Mall Scavenger Hunt. Sections 2 and 3 relate to the your Semester Project store.

Interview with Retail Manager

Students will interview retail manager that is *currently* managing a local retail store. Students **must** choose a manager that has been in a leadership role of some level (not necessarily their current position) for at least two years, and manages a staff of sales associates on a daily basis. Your paper must have a cover page with relevant information (name of manager, store, yourself, our course and the date it is submitted). It can be in either narrative/paragraph or Question/Answer format. Your paper must share responses to a minimum of ten questions. Sample *starter* questions will be listed in Blackboard, but your paper should cover a natural conversation with your own inquiries and analysis included.

Retailing Semester Project

You've always imagined you could create a medium-sized retail store for a category of consumer products you love – now is your chance! This project is four parts: 1) Description, Goals and Competition; 2) Sample Schedule (Section Project II); 3) Layout & Planogram (Section Project III); and 4) Marketing. You are permitted to work individually or with a small team for this project. Further details on this project are posted in Blackboard for review. In lieu of a standardized, academic final exam, your final marketing project serves as the final assessment for this class.

OPTIONAL Halloween Assignment

Halloween is an enormous industry holiday for specialty retailing. For this extra credit opportunity, you must write a two-page paper addressing four questions posed from a Halloween retailing article.* This extra credit opportunity is worth 25 points, and further details will be discussed in class.

OPTIONAL LearnSmart Study Modules

In Connect Plus, you will find an "OPTIONAL LearnSmart Study Modules" folder. There is one module for each chapter, which helps supplement the overall learning experience. **They are not required.** If you did poorly on or missed an assignment, you can complete a module to earn up to five points of extra credit per module.

Final Exam

The final exam will be a comprehensive review of all material covered in the course throughout the semester.

GRADING POLICY

Course Evaluation

<i>OPTIONAL Live Orientation</i>	<i>25 points of Extra Credit</i>
Online Discussions	150 points total (3 discussions x 50 points each)
Connect Assignments	120 points total (3 assignments x 40 points each)
Section Projects	
Section I – Case 38 HR Project	100 points
Section II – Sample Schedule	100 points
Section III – Mall Scavenger Hunt	100 points
Section IV – Store Layout/Planogram	100 points
Semester Retail Project	
Retail Store Description	30 points
Final Project	100 Points
Interview with a Retail Manager	100 points
<i>ExC LearnSmart Study Modules</i>	<i>Extra Credit</i>
<i>ExC Halloween Retailing Paper</i>	<i>Extra Credit</i>
Final Exam	100 points

Total Possible	1,000 points
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Grading Scale:	A = 90-100%	B = 80-89%	C = 70-79%	D = 60-69%	F = 59% and below
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TIPS FOR SUCCESS

Hints For Student Success:

- Use the special class e-mail address to contact the Professors even though students may receive email from a variety of sources.
- Stay organized, read the assignments PRIOR to the deadline.
- Get ahead of the power curve - understand the workload, identify areas of concern, and manage to it accordingly.
- Assignments are electronically uploaded to Blackboard. Save work, and always back-up.
- Be organized - develop and maintain an effective scheme to manage email / files / documents / essays / assignments / directions / etc.
- Students should budget adequate time each week for reading the textbook and completing all online assignments. Students are responsible for keeping up to date with all lessons and assignments, and should plan accordingly. Setting aside specific days in the course week may prove an effective strategy for many students.

Student Assistance / Support / Research:

- Online DE Support: <http://www.saddleback.edu/de/student-technical-support/>
- Financial Aid: <http://www.saddleback.edu/fao/>
- Learning Assistance: <http://www.saddleback.edu/lap/>
- Library Resources: <http://www.saddleback.edu/library/services.html>
- Online Research: <https://login.ezproxy.socccd.edu/login>

COURSE SCHEDULE AND CONTENT OUTLINE

(Subject to Revision and Unexpected Changes)

Week	Date	Online Instruction & Activities	Homework
Week 1	9/19-9/25	Optional Orientation: 9/22 from 7:00-8:00 pm in BGS 134 Familiarize Yourself w/Blackboard Classroom	<ul style="list-style-type: none"> Complete Getting Started Assignments – due 10/2
Week 2	9/26-10/2	Chapter 1 – Intro to the World of Retailing Chapter 2 – Types of Retailers	<ul style="list-style-type: none"> Read Chapter 1 & 2 Complete Discussion #1 – due 10/2
Week 3	10/3-10/9	Chapter 3 – Multichannel Retailing Chapter 4 – Customer Buying Behavior	<ul style="list-style-type: none"> Read Chapter 3 & 4 Connect Assignment #1 – due 10/9 Retail Store Description – Due 10/9
Week 4	10/10-10/16	Campus Closed 9/7-9/8 for Labor Day Chapter 5 – Retail Marketing Strategy Chapter 6 – Financial Strategy	<ul style="list-style-type: none"> Read Chapter 5 & 6 Section I – Case 38 HR Project – due 10/16
Week 5	10/17-10/23	Chapter 7 – Retail Locations Chapter 8 – Retail Site Location	<ul style="list-style-type: none"> Read Chapter 7 & 8 Complete Discussion #2 – due 10/23
Week 6	10/24-10/30	Chapter 9 – Human Resource Management Chapter 10 – Info. Systems & Supply Chain Mgmt <i>Halloween Assignment (Extra Credit)</i>	<ul style="list-style-type: none"> Read Chapter 9 & 10 Connect Assignment #2 – due 10/30
Week 7	10/31-11/6	Chapter 11 – Customer Relationship Management Chapter 12 – Managing Merchandise Planning	<ul style="list-style-type: none"> Read Chapter 11 & 12 Section II – Sample Schedule - due 11/6 <i>Complete Halloween Assgn. ExC – due 11/6</i>
Week 8	11/7-11/13	Chapter 13 – Buying Merchandise Chapter 14 – Retail Pricing	<ul style="list-style-type: none"> Read Chapter 13 & 14 Complete Discussion #3 – due 11/13
Week 9	11/14-11/20	Chapter 15 – Retail Communication Mix Chapter 16 – Managing the Store	<ul style="list-style-type: none"> Read Chapter 15 & 16 Connect Assignment #3 – due 11/20
Week 10	11/21-11/27	Happy Thanksgiving! No Chapter Content This Week!	<ul style="list-style-type: none"> Section III – Mall Scavenger Hunt – due 11/27
Week 11	11/28-12/4	Chapter 17 – Store Layout, Design & Visual Merch Chapter 18 – Customer Service	<ul style="list-style-type: none"> Read Chapter 17 & 18 Section IV – Store Layout/Planogram – due 12/4
Week 12	12/5-12/11	Final Project <i>LearnStart Study Modules (Extra Credit)</i>	<ul style="list-style-type: none"> Interview w/Retail Manager Paper – due 12/11 Final Presentations – Due 12/11 <i>Complete ExC LearnSmart Modules – due 12/11</i>

Final Exam – Due by Wednesday, December 18th at 11:59 p.m. – ONLINE