

**McLennan**  
C O M M U N I T Y  
**COLLEGE**

WACO, TEXAS

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**COURSE SYLLABUS**  
**AND**  
**INSTRUCTOR PLAN**

**PRINCIPLES OF**  
**RETAILING**

**MRKG – 1302.H1**

**BECKY PARKER**

**NOTE: This is a Blended/Hybrid course.**

# Principles of Retailing

MRKG 1302.H1

## **Course Description:**

Introduces the retailing environment and its relationship to consumer demographics, trends, and traditional/nontraditional retailing markets. Also includes the employment of retailing techniques and the factors that influence modern retailing. (Offered only in spring.) Semester Hours 3 (3 lec/lab)

## **Prerequisites and/or Corequisites:**

Marketing 1311 is suggested

## **Instructor Information:**

Instructor Name: Becky Parker

MCC E-mail: bparker@mclennan.edu

Office Phone Number: 254-299-8651

Office Location: MAC 215

Office/Teacher Conference Hours: MW 9:00– 11:00, TTH 8:30-9:30. Online office hours: Sunday and Monday 9:00– 10:00pm.

## **Required Text & Materials:**

Title: Retailing Management

Author: Levy & Weitz

Edition: 10<sup>th</sup> edition

Publisher: McGraw Hill

ISBN: 9781259573088

The book is an integral part of the course. Read assigned chapters before coming to class. That will enable you to seek any needed clarification, reinforce what you have read, participate in classroom activities

[MCC Bookstore Website](#)

## **Student Support/Resources:**

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at

<http://www.mclennan.edu/campus-resource-guide/>

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College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

#### **Minimum Technical Skills:**

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

#### **Backup Plan for Technology:**

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

\* [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)  
([www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements))

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

#### **Methods of Teaching and Learning:**

Lecture, discussion groups, group projects, field trips, store visits lab exercises, projects, written reports/papers, online research, exams, quizzes, and simulations

#### **Course Objectives and/or Competencies:**

**PRINCIPLES OF RETAILING** introduces students to contemporary principles and practices of the marketing function in its global environment, including product, distribution (place), pricing strategies, and promotion to determine their importance in the marketing function.

**COMPETENCIES:** Upon successful completion of this course, the student will:

1. Explain the retailing's strategic role the marketing mix.
2. Understand the use of technology in retailing

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3. Be able to identify the impact of globalization in the retail industry, and legal and ethical issues confronting retailers.
4. Know the vocabulary and practices in retailing. For example – store layout options, lease terms types of non-store retailers
5. Be familiar with retail procedures. For example how to evaluate a location, how to develop merchandise assortment, how to comparison shop, how to provide superior customer service.
6. Relate conceptual theory to retailing. For example the role of the consumer decision-maker process, price theory, motivation of employees, in-store shopping behaviors.
7. Identify possible retailing career opportunities.
8. Learn to use current technology for research and retail marketing communication.

### **Course Outline or Schedule:**

#### Tentative Schedule\*

Orientation – opens 1/13, due 1/17

Week 1 (Chapter 1) – opens 1/13, due 1/20

Week 2 (Chapters 2 & 3) – opens 1/20 due 1/27

Week 3 (Chapter 4) – opens 1/27, due 2/3

Week 4 (Chapter 5 and Test 1) – opens 2/3, due 2/10

Week 5 (Chapter 6) – opens 2/10, due 2/17

Week 6 (Chapters 7 & 8) – opens 2/17, due 2/24

Week 7 (Chapter 9) – opens 2/24, due 3/2

Week 8(Chapter 10 and Test 2) – opens 3/2, due 3/16. This unit is open for 2 weeks, to allow you to work over spring break if you so choose.

Week 9 (Chapter 11) – opens 3/16, due 3/23.

Week 10 (Chapter 12 & 13) – opens 3/23 due 3/30

Week 11 (Chapter14) – opens 3/30, due 4/6

Week 12 (Chapter 15 & Test 3) – opens 4/6, due 4/13

Week 13 (Chapter 16) – opens 4/13, due 4/20

Week 14 (Chapter 17) opens 4/20, due 4/27

Week 15 (Test 4) – opens 4/27, due 5/4

Final Exam –5/6

*\*Schedule changes will be announced in class and posted on Brightspace*

## **Course Grading Information:**

Grades will be based on the following system:

Exams (4)	30%
Final	10
Assignments/online discussion	30
Retail site Project	20
In-class assignments	10
Total	<u>100%</u>

## **Late Work, Attendance, and Make Up Work Policies:**

Classroom work and daily assignments are comprised of anything you are assigned to do to supplement lectures and textbook reading. Assignments will be due as assigned. These may or may not be taken up. **They must be turned in through Brightspace or in class as instructed. Do not drop off work in my mailbox, under my office door, on my desk in the classroom, by email, or any other way.** Your assignments will be graded on a scale of 0 – 10 points earned by giving accurate answers and participating fully. Group work will also be expected and graded.

No late work will be accepted and quizzes may not be made up at a later date. As a result of this policy, you will be able to drop your 4 lowest scores.

## **Student Behavioral Expectations or Conduct Policy:**

The classroom is a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you should be on time, not be interrupted by a cell phone, dress appropriately and actively participate. You should also show respect for fellow students and the instructor. Teasing or verbal abuse of other students will not be tolerated.

In accordance with the "General Conduct Policy", MCC intends to provide an atmosphere conducive to learning. Adherence to the behavioral standards of mutual respect and academic honesty is expected of all students. Refer to the "General Conduct Policy" printed in the Highlander Guide for a more inclusive discussion of acceptable classroom conduct.

Much of our interaction will be in the form of online discussions. In those discussions, civility will be expected by all. Please read the Wikipedia policy on civility at <http://en.wikipedia.org/wiki/Wikipedia:Civility> While Wikipedia is not an online course, many of these principles apply. Especially note the following sections: the nutshell and introductory paragraphs defining civility, Problems, Examples, and Why is it Bad. Please police yourselves so that our class discussions are positive and enriching, not offensive or belittling.

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Turn all cell phones or pagers to the silent or vibrating mode. Do not use your phone during class for conversation or text messaging. If you do so, you will be asked to leave and you will be counted absent

Avoid getting up in the middle of class to go to the restroom, get a drink, or perform any other activity, unless you are feeling sick. The class will appreciate your consideration. This is a class meeting -- not a come-and-go reception.

Loud, raucous behavior in the classroom is not acceptable. Do not carry on a own private conversations while the instructor or a fellow student is speaking. This is rude and disrespectful and you will be asked to leave class.

The use of alcohol, drugs or tobacco products is not allowed in the classroom. Do not attend class with the smell of or under the influence of drugs or alcohol.

\* **[Click Here for the MCC Academic Integrity Statement](#)**

([www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity))

The link above will provide you with information about academic integrity, dishonesty, and cheating.

\* **[Click Here for the MCC Attendance/Absences Policy](#)**

([www.mclennan.edu/highlander-guide/policies](http://www.mclennan.edu/highlander-guide/policies))

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

### **Accommodations/ADA Statement**

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit [mclennan.edu/disability](http://mclennan.edu/disability).

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

[disabilities@mclennan.edu](mailto:disabilities@mclennan.edu)

254-299-8122

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Room 319, Student Services Center

\* **[Click Here for more information about Title IX](#)**

([www.mclennan.edu/titleix](http://www.mclennan.edu/titleix))

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

\* *You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*