



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

PRINCIPLES OF RETAILING

MRKG – 1302.01

BECKY PARKER

This is a 16-week hybrid course

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

Principles of Retailing

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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: Office/Teacher Conference Hours: MW: 11 am – 1 pm, TTh: 12:30-1:30 pm Online office hours: Sunday and Monday 9:00– 10:00pm.

Also, by appointment. Please email to schedule a time.

Required Text & Materials:

Title: Retailing Management

Author: Levy & Weitz

Edition: 10th 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](#)

Methods of Teaching and Learning:

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Lecture, discussion groups, group projects, field trips, store visits, 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
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*:

Class will be held each Wednesday. Each week there will be required online assignments. Following are the dates for the online units:

Orientation – opens 1/10, due 1/14

Week 1 (Chapter 1) – opens 1/10, due 1/18

Week 2 (Chapters 2 & 3) – opens 1/17 due 1/25

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Week 3 (Chapter 4) – opens 1/24, due 2/1

Week 4 (Chapter 5 and Test 1) – opens 1/31, due 2/8

Week 5 (Chapter 6) – opens 2/7, due 2/15

Week 6 (Chapters 7 & 8) – opens 2/14, due 2/22

Week 7 (Chapter 9) – opens 2/21, due 3/1

Week 8 (Chapter 10 and Test 2) – opens 2/28, due 3/15. This unit is open for 2 weeks, to allow you to work over spring break if you so choose.

Week 9 (Chapter 11) – opens 3/14, due 3/22.

Week 10 (Chapter 12 & 13) – opens 3/21 due 3/29

Week 11 (Chapter 14) – opens 3/28, due 4/5

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

Week 13 (Chapter 16) – opens 4/11, due 4/19

Week 14 (Chapter 17) opens 4/18, due 4/26

Week 15 (Test 4) – opens 4/25, due 5/3

Final Exam –5/4

**This is a tentative schedule. 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. **They must be**

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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.

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. See section about cell phones for more information.

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.

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Cell phone usage

Answering a phone, texting and surfing the internet during class is a display of rude behavior that does not align with commitment to the course. As a result, it is required that phones be put away and out of sight so as not to be a distraction. You may keep the ringer on if expecting a call or for safety reasons. If an emergency occurs, please leave the classroom to handle the situation without disturbing the class. Please note this is to be a rare exception so your phone should not ring on a regular basis. Please notify all necessary parties that you are busy and cannot take calls during class time.

If you have your cell phone out, you will be given one warning to put it away. If it happens again, you have made it clear that you have other priorities so you will be asked to leave the class for the day and will be counted as absent no matter how long you have been in class.

With that said, I realize that cell phones are an integral part of your lives and for that reason, I may provide you some “tech time” during class as well as use them during class time for educational purposes. I will notify you in class when it is “tech time.”

*** [Click Here for the MCC Academic Integrity Statement](http://www.mclennan.edu/academic-integrity)**

(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](https://www.mclennan.edu/highlander-guide/policies.html)**

(<https://www.mclennan.edu/highlander-guide/policies.html>)

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

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

McLennan

C O M M U N I T Y

COLLEGE

ACADEMIC RESOURCES/POLICIES

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. For additional information, please visit www.mclennan.edu/disability.

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

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

Title IX:

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 or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It 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.

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/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

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 notified via 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.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.