

# McLennan C O M M U N I T Y C O L L E G E

WACO, TEXAS

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## **COURSE SYLLABUS AND INSTRUCTOR PLAN**

### **PRINCIPLES OF RETAILING MRKG.1302.87**

**Becky Parker**

#### **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

MRKG 1302.87

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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.

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

Marketing 1311 is suggested

## **Course Notes and Instructor Recommendations:**

This course has been developed to give you exposure to retail management concepts through the text and through a variety of field experiences. You will read about concepts in the text and be asked to report on how you see those applied in retail stores that you visit.

You must have computer skills and access to a computer to be successful in an online format.

## **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: Monday and Wednesday noon - 3. Other times as requested

## **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 completing units. That will enable you to seek any needed clarification, reinforce what you have read, participate in activities

**MCC Bookstore Website:** <http://www.mclennan.edu/bookstore/>

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

Online lecture, discussion groups, store visits, projects, written reports/papers, online research, exams, quizzes, simulations.

# PRINCIPLES OF RETAILING

MRKG 1302.87

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## **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:**

Students will be notified of any changes through Brightspace announcements.

### **SCHEDULE:**

Orientation – opens 7/1, due 7/13  
Unit 1A (Chapter 1) - opens 7/11, due 7/15  
Unit 1B (Chapter 2) - opens 7/11 due 7/15  
Unit 2A (Chapter 3) - opens 7/14, due 7/21  
Unit 2B (Chapter 4) - - opens 7/14, due 7/21  
Test 1 (covers material in Chapters 1-4) - opens 7/14, due 7/21  
Unit 2C (Chapter 5) - opens 7/14, due 7/21  
Unit 3A (Chapters 6) - opens 7/21, due 7/28  
Unit 3B (Chapters 7 & 8) - opens 7/21, due 7/28  
Test 2 (covers material in Chapters 5-8) - opens 7/21, due 7/28  
Unit 3C (Chapter 9) – opens 7/21, due 7/28  
Unit 4A (Chapter 10) - opens 7/28, due 8/4

# PRINCIPLES OF RETAILING

MRKG 1302.87

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Unit 4B (Chapters 11) - opens 7/28, due 8/4  
Unit 4C (Chapter 13) - opens 7/28, due 8/4  
Test 3 (covers material in Chapters 9-11 & 13) - opens 7/28, due 8/4  
Unit 5A (Chapters 14 & 15) - opens 8/4, due 8/10  
Unit 5B (Chapter 16) - opens 8/4, due 8/11  
Unit 5C (Chapter 17) - opens 8/4, due 8/11  
Test 4 (covers material in Chapters 14-17) - opens 8/4, due 8/11

- Retail Experience Project – open at beginning of course; due 8/9

## **Course Grading Information:**

Grades will be based on the following system:

Exams (4)	40%
Retail Experience Project	20
Online discussion	20
Assignments	20
Total	<u>100%</u>

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

The material in the course will be covered in multiple weekly units. After the first units (which will become available on the first day of class) the units will be made available at 1:00 am on Wednesdays. The unit will close and all work must be completed by 11:30 pm one week later. Because you have a week to complete all assignments, no late work will be accepted.

You will be able to view material in previous units by clicking on the appropriate unit link under the Course Units section. You will not be able to view a unit ahead of its posting.

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

I consider the online classroom a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you would be courteous and considerate and actively participate. 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.

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

## PRINCIPLES OF RETAILING

MRKG 1302.87

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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.

**[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.



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## 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](http://www.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

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](mailto: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/](http://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](mailto: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](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://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. For more information about your student email account, go to [www.mclennan.edu/student-email](http://www.mclennan.edu/student-email).

**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](mailto:Helpdesk@mclennan.edu) for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us>)
- [Email Setup for Androids](https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us>)

**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.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email [helpdesk@mclennan.edu](mailto:helpdesk@mclennan.edu).



**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.