Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 260 – Principles of Retailing

Course Description:

This course introduces students to retail operations and management. The evolution of retailing and its present role in the marketing system is examined, as well as the impact of various trends upon retail institutions. Other major areas covered include: the determination of a target market, site selection and store design, store organization, merchandising, pricing, staffing and training employees, store promotion, customer services, and control of store operations.

Course Objectives:

After taking this course students should be able to:

- Understand and effectively explain the complex discipline of retailing.
- Comprehend basic retailing strategies including retail market strategy, finance strategy, and location strategy.
- Evaluate merchandise assortment, buying systems and merchandise pricing.
- Analyze and critically discuss store layout, design, visual merchandising and customer service.

Analyze and discuss diversity as it affects retailing

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:
1:00 – 2:00 pm: Monday, Wednesday and Friday
11-12:00 pm: Tuesday and Thursday

Phone:

701-228-5624

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Lecture/Lab Schedule:

MWF: 11-11:50
Arntzen 1

Textbook(s):

Retailing Management, 7th Edition – Levy and Weitz. ISBN: 978-0-07-338104-6

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams.

Grade Weighting

Ch2 DQ:	15 points
Case 2:	15 points
Ch3 DQ:	15 points
Case 4:	15 points
Exam 1:	100 points
Location Assgt (1):	50 points
Location Assgt (2):	50 points
Exam 2:	100 points
Case 18:	15 points
Ch 14 DQ:	15 points
Exam 3:	100 points
Merch. Mgmnt:	100 points
Store Layout:	100 points
Exam 4:	100 points
Participation:	80 points
Total:	870 points

Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

Tentative Course Outline

Date	Activity
August 24	Introduction, syllabus, student introductions.
August 26	Lecture chap 1
August 29	Lecture chap 2
August 31	Finish Lecture, Chap 2. Answer questions 1, 2, 9, 10 on page 66.
September 2	Lecture Chapter 3, part 1
September 5	No class - Labor Day
September 7	In Class Assignment: Read Case 2 on page 577. Answer questions 1-3 in paragraph format.
September 9	Lecture Chapter 3, part 2 Assignment: Answer discussion questions 1,2,4,6 on page 94.
September 12	In Class Assignment: Lecture Chapter 4, part 1
September 14	Lecture Chapter 4, part 2
September 16	In Class Assignment: Read Case 4 on page 579. Answer questions 1-3.
September 19	Lecture Chapter 5
September 21	Review Exam 1
September 23	Exam 1
September 26	Lecture Chapter 7
September 28	Review exam 1 results. Lecture second half of Chapter 7
September 30	Chap 8
October 3	Lecture Chapter 9, part 1
October 5	Lecture Chapter 9, part 1 (cont)
October 7	Lecture Chapter 9, part 2 Finish Chapter 9

October 10	Assignment: For the sake of this assignment; imagine you are opening a new Chili's franchise in Minot. On a map of Minot, indicate your top three choices for locating the restaurant AND the three worst locations for the restaurant. On a separate document, provide rationale for your decisions. Use chapters 7 and 8 for information. For a map of Minot, go to Google and type in Minot. The first link is to a zoom-in/zoom-out map of the city.
October 12	Continue Location Assignment (Keri gone at Leadership Conference)
October 14	Assignment: As a group, each campus chooses one location. Each campus then presents its decision to the class. Campuses then debate to choose the final top location decision.
October 17	Continue working on assignment
October 19	Present Location Assignments. Discussion.
October 21	Review for Exam 2
October 24	Exam 2
October 26	Lecture, Chap 11
October 28	Review Exam 2, Lecture, Chap 11, p2 Case 18- p599
October 31	Lecture, Chap 12
November 2	Lecture, Chap 14 Assignment: p 410 DQ's: 1,2,4,6.
November 4	Lecture, Chap 15
November 7	Review for Exam 3
November 9	Exam 3
November 11	No Class- Veterans Day
November 14	Merchandise management project and Lecture, Chap 17
November 16	Finish Chap 17
November 18	Lecture, Chap 19

November 21	Work on merchandise management project
November 23	Lecture, Chap 18 Merchandise management project due.
November 25 No class, Thanksgiving	Enjoy your break!
November 28	Assignment: Store Layout Model Project
November 30	Work on Store Layout Model Project
December 2	Work on Store Layout Model Project
December 5	Present Store Layout Model Project
December 7	Present Store Layout Model Project. Review Exam 4
December 9	Exam 4

Relationship to Campus Theme:

A focus on the growing "green" movement in business retailing and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

Classroom Policies:

Absences and Assignment Due Dates: If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

Electronic Devices: Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class!

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

Academic Integrity:

Plagiarism: To plagiarize is to "steal and pass off the ideas or words of another as one's own" (*Webster's Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a "0" for the assignment.**

Cheating: Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment, An additional incidence of cheating will result in the student being dismissed from the course.

Disabilities and Special Needs:

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.