

## Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title: BADM 260 – Principles of Retailing

Number of Credits: 3

Instructor: Penny Belgarde

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500 University Ave. West  
Minot, ND 58707

Office Hours: MWF 9:00 – 10:45am and 2:00 – 3:30pm  
T-TH 9:00 – 11:00am and 2:30 – 3:30pm  
*\*Appointments in advance is appreciated.*

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Lecture/Lab Schedule: MWF: 11-11:50  
Thatcher Hall, Room 1108 – on DCB Campus  
Admin. Building, Room 359 – on MISU Campus

Textbook: Retailing Management, 10<sup>th</sup> Edition – Levy and Weitz. ISBN: 9781260277081

Course Description: This is a practical course designed to introduce 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.

Course Requirements: You are expected to attend class. During our specific class times, we will cover content and instruction on homework assignments, quizzes, and tests. Course requirements consist of class participation, assignments, quizzes, and exams.

Final Exam Date: Finals for this course is scheduled for Friday, December 13.

Tentative Course Outline: This outline is built to guide us through the semester and maybe change from week to week.

Date	Activity
Aug. 28 – Sept. 11	Welcome, Introductions, Cover Syllabi, Discussion, and start Chap. 1 & 2
Sept. 13 – 23	Chap. 3 & 4
Sept. 25 – Oct. 4	Chap. 5 & 6
Oct. 7 – 18	Chap 7 & 8
Oct. 21 – 30	Chap 9 & 10
Nov. 1 – 13	<b>Chap 11 &amp; 12</b>
Nov. 15 – 25	Chap 13 & 14
Nov. 27 – Dec. 4	Chap 15 & 16
Dec. 6 – Dec. 13	Chap 17 & 18
Dec. 13 <i>*Last day of IVN Courses</i>	Final Project/Presentation Due (Last Day of Class)

Grade Weighting:	Discussion Questions (5x15pts)	75 points
	Case Studies (3x15pts)	45 points
	Exams (4x100pts)	400 points
	Merch Management Project	100 points
	<u>Store Layout Final Project</u>	<u>100 points</u>
	<i>Total Points</i>	<i>720 points</i>

Grading Scale: Grading is the accumulation of assignments, quizzes, and tests for total points.

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

Classroom Policies: Attendance is expected. Students will be asked to sit in front rows due to course delivery through IVN. Students will also be asked to remove any hats or caps to help be more visible through IVN.

Students earn points through assignments, quizzes, and writings. Your final grade will be based on these points. 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 by the instructor and should be read in its entirety the first day of class to understand expectations, eliminate misunderstanding, and to ensure student success in this course. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses and as needed.

Absences and Assignment Due Dates: You are expected to attend class. If a student must miss class, he/she must contact the instructor within 24 hours of the class period to be excused. Unless arrangements have been

made prior, late assignments will be docked 10% per day late. This is the policy for all assignments. If a missed class occurs, it is your responsibility to obtain the missed information on your own, unless prior arrangements have been made.

If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam. Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. **Students are only allowed to make up ONE exam per course.** *Do NOT wear headphones during tests. They are not allowed.*

Electronic Devices: Silence all electronic devices during class time. Laptops/tablets may be used in lecture for taking notes. I will not tolerate texting, playing games, watching videos or anything else that is disruptive to the class and others around you. You will be asked once to put your device away. If asked again, you will be asked to leave.

Student Email Policy: Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity: The academic community operates on honesty, integrity, and fair play. It is the expectation that all students, and members of the college community, adhere to the highest levels of academic integrity. Violations of academic improprieties will be handled using the guidelines outlined in DCB's Student Handbook.

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 see the learning center for more information. The first time students are found plagiarizing material will receive a "0" for the assignment. The second offense may include dismissal from the course with a failing grade.

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.

Relationship to Campus Theme: A focus on the growing "green" movement in business marketing 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.

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 regarding your special needs as soon as possible so that appropriate accommodation can be made.