

Dakota College at Bottineau Course Syllabus

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

Number of Credits: 3 Pre/Co-requisites: None

Instructor: Penny Belgarde

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Office Hours: By appointment

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Lecture/Lab Schedule: This is an asynchronous course.

Textbook(s) Required: Retailing Management, 10th Edition, CONNECT + Loose Leaf, 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.

General Education Goals/Objectives or CTE Competency/Goals:

CTE Competency/Goal #1 – Demonstrate effective communication

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:

1. Completion of assignments, quizzes/tests, discussions, and projects are required.
2. Everyone will complete two projects in this course
3. Grading is the accumulation of assignments, discussions, projects, quizzes, and tests for total points.

Grading Scale:

90-100 = A 80-89 = B 70-79 = C 65-69 = D Below 65 = F

Assignments Due Dates:

Assignments - Late work will incur point deductions which is 10% off in points for each day it is late. Any assignment turned in after 3 days will result in a "0". This is the policy for all assignments. Participation is expected. You are responsible for the activities for each weekly module. If you know of a conflict ahead of time, you are welcome to request to submit assignments early or notify your instructor before the assignment due date.

Discussions - Discussions are due when the due date is indicated. There will be no late submissions allowed for discussion to ensure all students participate and provide meaningful discussion throughout the week.

Quizzes/Tests - Quizzes and tests are due when the due date is indicated. There will be no late submissions, unless arrangements were made ahead of time and an acceptable excuse to missing.

Academic Integrity: To plagiarize is to “steal and pass off the ideas or words of another as one’s own”. Plagiarism will not be tolerated in this course. If a student is suspected of cheating, plagiarizing, not doing their own work, it will be investigated. Any student found to engage in academic dishonesty (including letting others cheat off you) will receive an automatic “F” in the course. Additionally, the incident will be reported to the appropriate University office and additional action may be taken.

Disabilities and Special Needs: If you have any condition, such as a physical or learning disability, for which you need extra assistance, please see 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 I can make appropriate accommodations.

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.

Title IX: Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the college as a whole. If you have experienced any form of gender or sex-based discrimination or harassment, including non-consensual sexual intercourse, sexual harassment, relationship violence, or stalking, know that help and support are available.

DCB has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The College strongly encourages all students to report any such incidents to the College Title IX Coordinator.

Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College’s Title IX Coordinator. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can find a list of resources on the Title IX website. www.dakotacollege.edu/student-life/safety/title-ix

Relationship to Campus Theme:

Dakota College at Bottineau emphasizes nature, technology, and beyond as a focus for the unique blend of courses and programs offered here. This course will emphasize communications and the diverse makeup of the business community, which enhances the “Human” nature.