



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

Number of Credits: 3

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.

Pre-/Co-requisites: None

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: Penny Belgarde

Office: Minot State University Campus – DCB Office, Administration Building, Room 160
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.*

Phone: 701-858-4339

Email: penny.belgarde@dakotacollege.edu

Lecture/Lab Schedule: MWF: 11:00am-11:50am
Thatcher Hall, Room 1108 – on DCB Campus
Admin. Building, Room 364 – on MiSU Campus

Textbook(s): Retailing Management, 10th Edition – Levy and Weitz. ISBN: 9781260277081

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

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

Date	Activity
Aug. 26 – Sept. 9	Welcome, Introductions, Cover Syllabi, Discussion, and start Chap. 1 & 2
Sept. 11 - 23	Chap. 3 & 4
Sept. 25 – Oct. 7	Chap. 5 & 6
Oct. 9 – Oct. 21	Chap 7 & 8
Oct. 23– Nov. 4	Chap 9 & 10
Nov. 6 – Nov.16	Chap 11 & 12
Nov. 18 – Nov. 30	Chap 13 & 14
Dec. 2 – Dec. 7	Chap 15 & 16
Dec. 9 and Dec. 11 (<i>Dec. 11-Last day of IVN Class</i>)	Final Project Presentations

Grade Weighting:	Assignments	100-200 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>745-845 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

Students earn points through assignments, case studies, exams, and projects. 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.

IVN Assignment Submissions: This course is taught over interactive video network (IVN) with your instructor located at a distant site (Minot), therefore students may need to take a few extra steps in submitting assignments. If this is the case, the instructor will provide instructions.

Attendance and Participation: Participation and attendance is expected. Attendance is taken. Content covered, activity/projects, and discussion during class time is essential to meeting course objectives. If a missed class occurs, it is the student's responsibility to obtain the missed information and/or

assignment(s). **Reminder:** Your time to obtain information for each class is during our scheduled days and time of class. Do NOT expect your instructor to spend additional time covering information twice, unless you have given an acceptable excuse, in advance.

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.

The syllabi 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.

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s): Department Learning outcome #1: Employs industry specific skills in preparation for workplace readiness – Utilize Soft Skills.

Relationship to Campus Focus: 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.

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: According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs: Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

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. 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 a student tells 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. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.