



INSTRUCTIONAL PACKAGE

MKT 110

Retailing

2018-2019

INSTRUCTIONAL PACKAGE

PART I: COURSE INFORMATION

EFFECTIVE TERM: 2018-2019 Academic Year

COURSE PREFIX: MKT 110

COURSE TITLE: Retailing

CONTACT HOURS: 3

CREDIT HOURS: 3

RATIONALE FOR THE COURSE:

This course will give the successful student the conceptual and practical basis in which to make sound decisions in the business environment within the area of Retailing.

COURSE DESCRIPTION:

This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs and profit management.

PREREQUISITES/CO-REQUISITES:

COMPASS Reading 65 or SAT Critical Reading 380 or ACT Reading 14 or ACCUPLACER Reading Comp 056 or New ACCUPLACER Reading Comp 235 or COMPANION Reading 056 or Multiple Measures English 1 or Credit level ENG 101 Minimum Grade of C or Credit level ENG 100 Minimum Grade of C* or Credit level ENG 155 Minimum Grade of C or Credit level ENG 155 Minimum Grade of TC or Credit level ENG 101 Minimum Grade of TC and (On-Line Orientation 1)

REQUIRED MATERIALS:

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

Important Note: If you purchase the textbook from the college bookstore, as part of the price you will also be receiving a pass code which will enable you to enter "CONNECT plus+", which is the publisher's online course site. It contains the required assignments, and other learning resources essential to your success in this course. If you purchase the textbook from another source, you will have to purchase the "CONNECTplus+" access code separately from the publisher

ADDITIONAL REQUIREMENTS:

Access to “CONNECTplus+” (hereafter referred to as CONNECT) as outlined above. Completing the homework, LearnSmart and exams via “CONNECT” are required components of this course.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC’s student portal for course materials. WaveNet and D2L email access. As outlined above use of CONNECT online software is also required.

STUDENT IDENTIFICATION VERIFICATION:

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

NETIQUETTE:

Is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit [Online Netiquette](#).

PART II: STUDENT LEARNING OUTCOMES**COURSE LEARNING OUTCOMES and ASSESSMENTS*:**

**Exam One: Introduction to the World of Retailing
Types of Retailers**

Materials Covered: Chapters 1 and 2
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Identify retailing activities.
2. Realize the importance of retailing in the U.S. and world economies.
3. Analyze the changing retail industry.
4. Recognize the opportunities in retailing for you.
5. Understand the strategic retail management decision process.
6. List the different characteristics that define retailers.
7. Categorize the various types of food retailers.
8. Identify the various types of general merchandise retailers.
9. Explain the differences between service and merchandise retailers.

10. Explain the types of ownership for retail firms.

**Exam Two: Multichannel Retailing
Customer Buying Behavior**

Materials Covered: Chapters 3 and 4
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Understand the non-store channels offered by retailers.
2. Compare the benefits offered by the four major retail channels: stores, Internet, and catalogs
3. Understand the issues facing multichannel retailers.
4. Consider the multichannel shopping experience in the future.
5. Describe the process that consumers go through when making retail patronage and buying decisions.
6. Identify the different types of buying processes.
7. Summarize how the economy and social factors affect customer purchase decisions.
8. Determine why and how retailers group customers into market segments.

**Exam Three: Retail Market Strategy
Financial Strategy**

Materials Covered: Chapters 5 and 6
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Define the retail strategy.
2. Illustrate how retailers build a sustainable competitive advantage.
3. Classify the different strategic growth opportunities retailers pursue.
4. Identify issues that arise as domestic retailers become global retailers.
5. Know the steps retailers go through to develop a strategic plan.
6. Review the strategic objectives of a retail firm.
7. Contrast the two paths to financial performance using the strategic profit model.
8. Illustrate the use of the strategic profit model for analyzing growth opportunities.
9. Analyze the financial risks facing a retail firm.

10. Review the measures retailers use to assess their performance.

**Exam Four: Retail Locations
Retail Site Locations**

Materials Covered: Chapters 7 and 8
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Describe the types of retail locations available to retailers.
2. Review the types of unplanned locations.
3. Analyze the characteristics of the different types of shopping centers.
4. Discuss nontraditional retail locations.
5. Match the locations to the retailer's strategy.
6. Review the societal and legal considerations in selecting locations.
7. Summarize the factors considered in locating a number of stores.
8. Review the characteristics of a particular site.
9. Understand how retailers analyze the trade area for a site.
10. Determine the forecasted sales for a new store location.
11. Illustrate the site selection process.
12. Explain the different types and terms of leases.

**Exam Five: Human Resource Management
Information Systems and Supply Chain Management**

Materials Covered: Chapters 9 and 10
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Review the objectives of human resource management.
2. Discuss the major issues facing human resource managers.
3. Summarize the activities retail employees undertake and how they are typically organized.
4. Present activities undertaken to win the talent war.
5. Identify the legal issues involved with human resource management.
6. Understand the strategic advantage generated by a supply chain.
7. Describe the information and merchandise flows in a supply chain.
8. Consider the activities that are undertaken in a distribution center.

9. Review the considerations in the design of supply chains.
10. Explain how retailers and vendors collaborate to make sure the right merchandise is available when customers are ready to buy it.
11. Discuss RFID and its implications for retailers.

**Exam Six: Customer Relationship Management
Managing the Merchandise Planning Process**

Materials Covered: Chapters 11 and 12
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Describe the customer relationship management process.
2. Understand how customer shopping data are collected.
3. Explain the methods used to analyze customer data and identify target customers.
4. Outline how retailers develop their frequent-shopper programs.
5. Explain various ways to implement effective CRM programs.
6. Explain the merchandise management organization and performance measures.
7. Contrast the merchandise management processes for staple and fashion merchandise.
8. Describe how to predict sales for merchandise categories.
9. Summarize the trade-offs for developing merchandise assortments.
10. Illustrate how to determine the appropriate inventory levels.
11. Analyze merchandise control systems.
12. Describe how multi-store retailers allocate merchandise to stores.
13. Review how retailers evaluate the performance of their merchandise management decisions.

**Exam Seven: Buying Merchandise
Retail Pricing**

Materials Covered: Chapters 13 and 14
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Identify the branding options available to retailers.
2. Describe how retailers buy national brands

3. List the issues retailers consider when developing and sourcing store-branded merchandise internationally.
4. Understand how retailers prepare for and conduct negotiations with their vendors.
5. Determine why retailers build strategic relationships with their vendors.
6. Indicate the legal, ethical, and social responsibility issues involved in buying merchandise.
7. Explain the difference between a high/low pricing strategy and an everyday low-pricing strategy.
8. Identify the factors retailers consider when pricing their merchandise.
9. Describe how retailers set prices.
10. Examine how and why retailers take markdowns.
11. Identify the pricing techniques retailers use to increase sales and profits.
12. Describe how the Internet and social and mobile channels are used to make pricing decisions.
13. Indicate the legal and ethical issues retailers should consider when setting prices.

**Exam Eight: Retail Communication Mix
Managing the Store**

Materials Covered: Chapters 15 and 16
***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Identify the traditional media elements.
2. Identify the new media elements.
3. Understand how retailers use communication programs to develop brand images and build customer loyalty.
4. List the steps involved in developing a communication program.
5. Describe how to improve the ability of workers through efficient recruiting, socializing, and training.
6. Examine how to improve the effort of workers through proper motivation, evaluation, rewards, and compensation.
7. Illustrate effective leadership strategies of a store manager.
8. Explore the various strategies a store manager can undertake to control costs.

**Exam Nine: Store Layout, Design, and Visual Merchandising
Customer Service**

Materials Covered: Chapters 17 and 18

***Assessments:** LearnSmart
Activities and Case Studies
Exam

Learning Outcomes:

1. Identify the critical issues retailers need to consider while designing a store.
2. List the advantages and disadvantages of alternative store layouts.
3. Describe how to assign store floor space to merchandise departments and categories.
4. Illustrate the best techniques for merchandise presentation.
5. Understand how retailers can create a more appealing shopping experience.
6. Identify how retailers can build a competitive advantage through customer service.
7. Explain how customers evaluate a retailer's customer service.
8. Indicate the activities a retailer can undertake to provide high-quality customer service.
9. Articulate retailers' service failure strategies.

****Students – please refer to the Instructor's Course Information sheet for specific information on assessments and due dates.***

PART III: GRADING AND ASSESSMENT

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

Students' performance will be assessed and the weight associated with the various measures/artifacts are listed below.

EVALUATION:

Activities and Case Studies – in CONNECT	22.5 %
LearnSmart – in CONNECT	22.5%
Exams – in CONNECT	45.0%
Discussions – in D2L	<u>10.0%</u>
	100%

****Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.***

GRADING SYSTEM:

The Business Department has a seven day grading policy. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below. You must have your Dean's approval if changes in the scale are made.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of eighty percent (80%) of his or her classes in order to be eligible to receive credit for any course. However, due to the varied nature of courses taught at the College, a more rigid attendance policy may be required by individual instructors. At a minimum, a student may be withdrawn from a course(s) after he or she has been absent in excess of ten percent (10%) of the total contact hours for a course. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources



The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

1. **Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
2. **On-line student success and academic support resources**.

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455.

Room locations and Live Chat is available on the SSTC website.



Student Information Center: WaveNet Central (WNC)

WNC offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the WNC website: [Wavenet Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: WNC Conway, 349-5182; WNC Grand Strand, 477-2076; and WNC Georgetown, 520-1473.

Student Testing: (If course is offered in multiple format include this section, delete if only F2F sections are offered.)

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

Disability Services

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Jocelyn Williams, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

Statement of Equal Opportunity/Non-Discrimination Statement

Horry Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, gender, national or ethnic origin, age, religion, disability, marital status, veteran status, sexual orientation, gender identity, or pregnancy in educational programs and/or activities.

Title IX Requirements

Horry Georgetown Technical College prohibits the offenses of domestic violence, dating violence, sexual assault, and stalking. Any student who believe he or she has experienced or witnessed discrimination including sexual harassment, domestic violence, dating violence, sexual assault or stalking is encouraged to report such incidents to one of the College's Title IX Coordinators.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

Inquiries regarding the non-discrimination policies:	
Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Associate Vice President for Student Affairs.	Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Associate Vice President for Human Resources.
Dr. Melissa Batten, AVP Student Affairs <i>Title IX Coordinator</i>	Jacquelyne Snyder, AVP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i>
Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu	Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu