# INSTRUCTIONAL PACKAGE

## MKT 110
## Retailing

Effective Term
Fall 2022/Spring 2023/Summer 2023

# INSTRUCTIONAL PACKAGE

## Part I: Course Information

Effective Term: Fall 2022/Spring 2023/Summer 2023

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:

( ( 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 Writing Sample ENG101 1 or WS ENG101 with Lab 1 or Writing Sample ENG155 1 or Credit level ENG 101 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) )

***Online/Hybrid** courses require students to complete the DLi Orientation Video prior to enrolling in an online course.

### REQUIRED MATERIALS:

Please visit the BOOKSTORE online site for most current textbook information.

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

### TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
myHGTC and college email access.

### STUDENT IDENTIFICATION VERIFICATION:

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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.

## CLASSROOM ETIQUETTE:

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

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*:

Introduction to the World of Retailing
Types of Retailers

Materials Covered:     Chapters 1 and 2

*Assessments:
SmartBook (formerly LearnSmart)
Activities
Quizzes
Discussions

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 for you in retailing
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.

Multichannel and Omnichannel Retailing
Customer Buying Behavior

Materials Covered:     Chapters 3 and 4

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*Assessments:
SmartBook (formerly LearnSmart)
Activities
Quizzes
Discussions

Learning Outcomes:
1. Understand the channels used by retailers.
2. Compare the relative strengths of the major retail channels: stores, Internet, mobile, and social; and catalog and other nonstore channels.
3. Describe the opportunities associated with a true omnichannel strategy.
4. Analyze the challenges facing multichannel and omnichannel retailers.
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.

Retail Market Strategy
Financial Strategy

Materials Covered:     Chapters 5 and 6

*Assessments:
SmartBook (formerly LearnSmart)
Quizzes
Discussions

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. Review the measures retailers use to assess their performance.

Retail Locations
Retail Site Location

Materials Covered:     Chapters 7 and 8

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*Assessments:
SmartBook (formerly LearnSmart)
Quizzes
Discussions

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.

Information Systems and Supply Chain Management
Customer Relationship Management

Materials Covered:     Chapters 9 and 10

*Assessments:
SmartBook (formerly LearnSmart)
Activities
Quizzes

Learning Outcomes:
1. Understand the strategic advantage generated by a supply chain.
2. Describe the information and merchandise flows in a supply chain.
3. Consider the flow of merchandise through a supply chain.
4. Review the considerations in the design of supply chains.
5. Describe the customer relationship management process.
6. Understand how customer shopping data are collected.
7. Explain the methods used to analyze customer data and identify target customers.
8. Outline how retailers develop their frequent-shopper programs.
9. Explain various ways to implement effective CRM programs.

Managing the Merchandise Planning Process

Materials Covered:     Chapter 11

*Assessments:
SmartBook (formerly LearnSmart)

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Quiz
Discussions

Learning Outcomes:
1. Explain the merchandise management organization and performance measures.
2. Contrast the merchandise management processes for staple and fashion merchandise.
3. Describe how to predict sales for merchandise categories.
4. Summarize the trade-offs for developing merchandise assortments.
5. Illustrate how to determine the appropriate inventory levels.
6. Analyze merchandise control systems.
7. Describe how multi-store retailers allocate merchandise to stores.
8. Review how retailers evaluate the performance of their merchandise management decisions.

Buying Merchandise
Retail Pricing

Materials Covered:     Chapters 12 and 13

*Assessments:
SmartBook (formerly LearnSmart)
Activities
Quizzes
Discussions

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. Examine how and why retailers take markdowns.
10. Identify the pricing techniques retailers use to increase sales and profits.
11. Indicate the legal and ethical issues retailers should consider when setting prices.

Retail Communication Mix
Human Resources and Managing the Store

Materials Covered:     Chapters 14 and 15

*Assessments:
SmartBook (formerly LearnSmart)

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Activities
Quizzes
Discussions

<u>Learning Outcomes</u>:
1. Identify the new media elements.
2. Identify the traditional media elements.
3. List the steps involved in developing a communication program.
4. Describe how to acquire and retain employees.
5. Illustrate effective leadership strategies of a retail manager.
6. Explore the various strategies retail managers can undertake to control costs.
7. Summarize how retailers are typically organized.
8. Identify the legal issues involved with human resource management.

<u>Store Layout, Design, and Visual Merchandising</u>
<u>Customer Service</u>

Materials Covered:    Chapters 16 and 17

*Assessments:
SmartBook (formerly LearnSmart)
Activities
Quizzes
Discussions

<u>Learning Outcomes</u>:
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.

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**EVALUATION\***

\*Varies – please see the Instructor Information Sheet for a breakdown of points/weighted assignments.

***\*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 for all courses. 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.

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. 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 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **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, and 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 tutors** for most subject areas, **Writing Center support**, and **college success skills**.
2. Online **tutoring** and academic support resources.
3. Professional and interpersonal communication **coaching** in the EPIC Labs.

Visit the [Student Success & Tutoring Center](#) website for more information. To schedule tutoring, contact the SSTC at sstc@hgtc.edu or self-schedule in the Penji iOS/Android app or at [www.penjiapp.com](#). Email [sstc@hgtc.edu](#) or call  SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455, or go to the [Online Resource Center](#) to access on-demand resources.



## STUDENT INFORMATION CENTER: TECH Central

TECH Central offers to all students the following free resources:
1. **Getting around HGTC**: General information and guidance for enrollment, financial aid, registration, and payment plan support!
2. Use the [Online Resource Center (ORC)](#) including Office 365 support, password resets, and username information.
3. **In-person workshops, online tutorials and more services** are available in Desire2Learn, Student Portal, Degree Works, and Office 365.
4. **Chat with our staff on TECH Talk**, our live chat service. TECH Talk can be accessed on the student portal and on TECH Central's website, or by texting questions to (843) 375-8552.

Visit the [Tech Central](#) website for more information. Live Chat and Center locations are posted on the website. Or please call (843) 349 – TECH (8324), Option #1.

## STUDENT TESTING:

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 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 HGTC's Accessibility and Disability Service webpage. The Accessibility and Disability staff 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, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

## TITLE IX REQUIREMENTS:

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college's Chief Student Services Officer, campus law enforcement, or with the college's Title IX Coordinator, or designee.

> *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/TITLE IX 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 Vice President for Student Affairs.
> **Dr. Melissa Batten, VP Student Affairs**
> *Title IX Coordinator*
> Building 1100, Room 107A, Conway Campus
> PO Box 261966, Conway, SC 29528-6066
> 843-349-5228
> Melissa.Batten@hgtc.edu

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**Employee and applicant** inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.

> **Jacquelyne Snyder, VP Human Resources**
> *EEO and Title IX Coordinator*
> Building 200, Room 212A, Conway Campus
> PO Box 261966, Conway, SC 29528-6066
> 843-349-5212
> Jacquelyne.Snyder@hgtc.edu