University of West Georgia

Richards College of Business

**Course Number:** MKTG 3839 Retailing Management

**Instructor:** Ms. Mary Kay (Mimi) Rickard, MBA

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**Text:** Retailing Management, 6th edition, Dunne, Lusch, and Griffith: South-Western.

The University's Bookstore website URL is [http://www.bookstore.westga.edu/](http://www.bookstore.westga.edu/)

**Times and location:** This is a online course. Everything will be conducted online (Course Den).

If you experience any problems with Course Den please visit Distance Learning at [http://westga.edu/~distance/webct2/help/](http://westga.edu/~distance/webct2/help/). Another important resource is the UWG Online Connection website. It has links to Orientation, basic software and hardware requirements, online student guide and all student services – [http://www.westga.edu/~online/](http://www.westga.edu/~online/).

**Prerequisites:** The student is required to have successfully completed MKTG 3803 (Principles of Marketing).

**Course Description:** This is a study of administration and strategic planning in large and small retail firms. This course looks at the management of retail functions. The topics covered include stock planning, inventory control, markup and pricing, merchandising, retail promotion, store location, design and layout, information systems, legal and ethical issues, and international retailing.

**Course Objectives:** The main objective of this course is to help the student gain an appreciation for the problems and opportunities of retailers. By gaining and
understanding of retail terminology and concepts and by developing an ability to use specific retail marketing tools successfully.

After successful completion of this course the student will be able to:

1. Know what problems and opportunities face retailers. (MG 1)

2. Have an understanding and familiarization with retail terminology including key retail concepts. (MG 1)

3. Be able to successfully use retail tools: Retailing pricing practices and merchandising planning and ordering. (MG 2)

4. Understand the basic dimensions of retailing. (MG 1)

5. Have an understanding of retail administration. (MG 1)

6. Understand how various factors influence consumer behavior and expenditure patterns. (MG 1)

7. Understand what ethical and moral issues there are to be confronted. (LG 5)

Course Requirements:

Attendance in an online class environment means to make sure you post your required assignments on time. The course schedule is located on the course home page. All power point slides can be printed out for note taking purposes on the web page. Go to www.westga.edu/~mrickard look under course handouts under my picture and pull up the retailing power points.

In addition to the text, information may be available in the form of attachments, or material might be placed on reserve at the Reserve Desk in the library. For testing purposes, the student is responsible for any information presented in class or made available to them at the Reserve Desk. Assignments will be required during the semester to reinforce particular topics.

There will be an individual project due at the end of the semester. The project instructions are located on the course home page. This project is worth 150 points.

There will be three (3) exams. Each exam will be worth 100 points. These exams consist of multiple choice questions.
Every Student is expected to conduct themselves professionally online.

- Don’t use ALL CAPS in mail, discussions, or chat sessions. That is equivalent to yelling in the online environment.
- Response time is 48 hours for both myself and students to respond to a mail message or discussion posting.
- Use of correct punctuation, grammar, and spelling. Remember this is an academic course. Please do not type your message in all lower case or use abbreviations.

**Americans with Disabilities Act Statement:**
If you are a student who is disabled as defined under the American with Disabilities Act and require assistance of support services, please seek assistance through the Center for Disability Services. A CDS Counselor will coordinate those services. See http://www.westga.edu/~dserve/

**Academic Honesty:**
Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Acts of academic dishonesty will result in a failing grade for the assignment or exam.

**Equal Opportunity:**
No person shall, on the grounds of race, color, sex, religion, creed, national origin, age, or disability, be excluded from employment or participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity conducted by UWG.

**Affirmative Action:**
University of West Georgia adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

**Grading Policy:**

Exams, assignments and the project will be weighted according to the following ten point grading scale:

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
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Exam 3 100 points
Assignments 250 points
Project 150 points
Total 700 points

A = 90% or more
B = 80% to 89%
C = 70% to 79%
D = 60% to 69%
F = less than 60%

Grades will not be curved during the semester. The grades students receive during the semester are intended only to provide honest feedback on their performance. Final grades may be curved at the end of the semester.

**General Guidelines:**

Please participate. What you put into your learning experience will determine what you get out of it.

Please feel free to call or email me with comments, questions, or concerns.

This is a tentative syllabus and is subject to change at any time during the semester.