Course Number: MKTG 3839 Retailing

Instructor: Dr. Mary Kay (Mimi) Rickard

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Office Hours: Tuesdays & Thursdays  8:30am – 9:30am

11:00am – 2:00pm
(Other times by appointment)

Text: Retailing, 7th edition,  
Authors: Dunne, Lusch, & Carver

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 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:

ONLINE COURSES
UWG takes students’ privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online site. Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide.

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares site. Online counseling is also available for online students.

Attendance in an online class environment means to make sure you post your required assignments on time. Please take the exam during the week it is scheduled. You will have 6 days. Please find time to take the exam.

There will be three (3) exams. Each exam will be worth 100 points. These exams will consist of 50 multiple choice questions. You may use your book as a reference during the exam, but that means you still need to read the chapters and be prepared to take it. The exams are timed and if not prepared you will not be able to finish the exam even with the book.

Students Rights and Responsibilities: (The following information can also be found at http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf )

University of West Georgia Honor Code: At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students should pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the
Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

**Americans with Disabilities Act:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of their Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. See [http://www.westga.edu/studentDev/index_8884.php](http://www.westga.edu/studentDev/index_8884.php)

**UWG Email Policy:** University of West Georgia students are provided a MyUWG email account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student email account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

**Credit Hour Policy:** The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-course work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency
based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

**ACADEMIC SUPPORT**

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services.

**Center for Academic Success:** The Center for Academic Success provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

**University Writing Center:** The University Writing Center assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

**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.

- 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.
Each student will be required to prepare a retailing project. The details of this project are provided under the orientation block.

**Grading Policy:**
Exams, class participation, and retailing project will be weighted according to the following ten point grading scale:

- Exam 1  100 points
- Exam 2  100 points
- Exam 3  100 points
- Project  100 points
- Assignments  200 points = 2@25 points & 3@50 points
- Total   600 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. Final grades may be curved at the end of the semester.
The last exam will not be a comprehensive final.

**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.