Southern Illinois University – Spring 2015
MKTG 401: Retail Management
Dr. Dena Hale

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Phone: 618-453-4341

Class Time: Tues/Thurs 12:35-1:50pm
Room: Lawson 101
Office Hours: Tuesday and Thursday
3:30– 4:30pm or by appointment

Required Materials:
Retail Management: A Strategic Approach, 12th edition
Authors: Barry Berman and Joel Evens
Note: The bookstore has a customized version of the text at a relatively lower price.

Additional required readings will be posted on D2L; all articles are available as .pdfs through the SIU Library and may also be posted

Course Prerequisites:
MKTG 304 and junior standing or higher

Course Description:
This course is designed to familiarize students with the principles and decisions involved in operating a retail firm. The course primarily focuses on Business-to-Consumer (B2C) decision areas including consumer service decisions and focus on decisions about ownership, location, layout, organization, personnel, merchandise control, pricing, sales promotion, traditional and e-commerce marketing strategies, and channel development considerations. Additionally, the course takes a strategic or managerial perspective of retailing.

Course Objectives:
Upon successful completion of MKTG 401, students will have learned and demonstrated:

- how to build and sustain relationships in retailing
- methods of analyzing trading areas
- an understanding of firm productivity analysis and its implications
- how to design overall retail strategy and assess its effectiveness

Student Expectations (Classroom Policies):
Prior to Class:
The format of this class necessitates participation and preparedness on the part of the student. You must read all materials prior to class and complete all assignments. I expect students to treat this course like a job: be professional in your speech, your writings, and your behavior, be on time, and be prepared. You must read the assigned materials BEFORE class (I reserve the right to give a short quiz at the start of class).
During Class:

Please bring your textbook to class with you each class period for in-class.

To ensure that everyone has an equal opportunity to benefit from class, students should observe common courtesy and respect the rights of others. Some professional courtesy rules that should be observed in the classroom are:

1) Please turn off all cell phones and electronic equipment out of respect for the professor and other students.
2) Do not surf the internet, use instant messaging, or text message others during class if you chose to use your laptop/tablet for note taking.

Deviations from student expectations will affect your class participation grade. **If it appears to me that you are particularly unprepared for class, I reserve the right to ask you to leave the room.** Continued enrollment in this course indicates agreement with these policies.

Academic Honesty Policy:

All university, college, and departmental policies on academic honesty will be strictly enforced. The consequence of academic dishonesty is failure in the course and referral of the case to the Dean of the college for additional disciplinary action. Please see the College of Business Administration’s academic dishonesty policy in your student handbook.

For Athletes:

Turn in your forms, with your schedule of events, by the end of the first week of classes. This allows us to adjust your attendance and avoid marking you as absent. If you are marked absent because you did not submit your form prior to the deadline, the score of zero for the missed day will be used to calculate your contribution grade.

Emergency Procedures

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at [www.bert.siu.edu](http://www.bert.siu.edu), Department of Public Safety’s website [www.dps.siu.edu](http://www.dps.siu.edu) (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.
**Student Evaluation (Grading Policy):**

**IMPORTANT NOTE:** All assignments are given specific due dates (found in your “Master Schedule for Deliverables/Assignments” document provided during the first week of class). All assignments are due as prescribed, and will NOT be graded if turned in late. **Late assignments will result in “0” points.** Circumstances meeting the university’s definition of “emergency exceptions” are considered on a case-by-case basis.

**Test scores** – You will have three exams. The exams will include materials from class lectures, presentations, handouts, and your reading assignments. Exams will be given during class and will be comprised of multiple choice and short answer. Each exam is worth 100 points.

**In-Class Quizzes** – A total of eight quizzes will be given during the term. Quizzes are usually unannounced, therefore class attendance and participation is quite important.

**Journal Assignment** – Each student will write ten journal entries about unusual retailing marketing techniques, store layouts, formats, etc. Five entries must be completed by the middle of the term, and the other five during the second part of the term. At two intervals during the course, midpoint and the end, students will report on one of their entries in a 3-5 minute PowerPoint presentation.

**Class Contribution** – Class contribution is judged by quality, not quantity. I will assess how your comments enhance both the content and the process of a discussion, as well as attendance records.

**In-Class Activities** – During the course, we will have in-class activities and mini-team work to bring the textbook content to life. These activities may be unannounced prior to class, so attendance and bringing your book to class are essential for success. If you miss an in-class activity, even for reasons that are considered excused, you cannot make the points up. **For student athletes traveling for the school, a detailed list of the days you will miss is required during the first week of the course. Otherwise, options to help avoid missed in-class activities cannot be guaranteed.**

### MKTG 401

**Planning Tables**

#### Summary of Course Deliverables

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<thead>
<tr>
<th>Deliverable &amp; Point Value</th>
<th>(16 weeks)</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td><strong>Class Contribution</strong></td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Exams</strong></td>
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<td></td>
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<tr>
<td>Exam 1</td>
<td>300</td>
<td>30%</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
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<tr>
<td>Exam 3</td>
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<tr>
<td><strong>Journal Assignment</strong></td>
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<tr>
<td>10 Entries @ 15 each</td>
<td>200</td>
<td>20%</td>
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<tr>
<td>2 Presentations @ 25 each</td>
<td>150</td>
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<tr>
<td></td>
<td>50</td>
<td></td>
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<tr>
<td><strong>Quizzes</strong></td>
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<tr>
<td>Quiz 1</td>
<td>200</td>
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<td>Quiz 2</td>
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<td>Quiz 3</td>
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<td>Quiz 8</td>
<td>25</td>
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<tr>
<td><strong>In-Class Activities</strong></td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
<td>100%</td>
</tr>
</tbody>
</table>
FOR YOUR INFORMATION: I am particularly sensitive to your writing skills. If your writing skills are poor, then I believe it is part of my job to show you where your errors are occurring. If I see continual writing errors, I will send you to the University writing center and not accept future writings. See these links for the importance of good writing in MBA graduates:
http://www.csus.edu/wac/WAC/Students/real_world_writing.html
http://www.nytimes.com/2004/12/07/business/07write.html?_r=1&ei=5090&en=6c4f3a02432550f0&ex=1260075600&pagewanted=print&position=

Two major issues to remember when writing for Dr. Hale:

1. I insist on proper email etiquette.
   - Always begin your email with a salutation that includes the formal title of the person you are addressing (e.g., “Dear Dr. Hale,” or “Dr H.”)
   - Always end your email with a closing remark and your name! (e.g., “Regards, Joe Smite” or “Thank You, Jen Jones”)
   - Always write in complete sentences. Do not use “text message” speak or abbreviations.
   - Always remember that your email is a business communication and should be as formal as a typewritten letter.
   - I reserve the right to delete or not respond to student emails that do not adhere to these above rules. This may seem severe, but part of my job is to teach you the reality of the business world.

2. I am particularly sensitive to the use of commas, semicolons, and colons in your written work.
   - Commas separate lists of things (e.g., “I like margaritas, wine, and martinis.”)
   - As you read a sentence out loud, if there is a pause in your speaking, a comma should be present (e.g., “If you enjoy college basketball, Carbondale is a great place to live.”)
   - If you start your sentence with a preposition (e.g., if, on, in), then you need a comma before the next phrase.
   - Semicolons separate two complete sentences; this means that the words on each side of the semicolon should be “stand-alone” sentences (e.g., each side of the semicolon should have a subject and a verb).
   - In my experience, most college students do not use commas enough and most students use semicolons incorrectly.

SIU Writing Center: http://write.siu.edu/Writing_Resources.php
Syllabus Attachment
Spring 2015

http://pvcaa.siu.edu/

IMPORTANT DATES *

Semester Class Begins.................................................................01/20/2015
Last day to add a class (without instructor permission):.............01/25/2015
Last day to withdraw completely and receive a 100% refund..........02/01/2015
Last day to drop a course using SalukiNet....................................04/05/2015
Last day to file diploma application (for name to appear in Commencement program):......................................................03/13/2015

Final examinations: ......................................................................5/11–5/15/2015

Note: For outreach, internet, and short course drop/add dates, visit Registrar’s Academic webpage http://registrar.siu.edu/

SPRING SEMESTER HOLIDAYS
Martin Luther King Jr’s Birthday 01/19/2015
Spring Vacation 03/07–03/12/2015

WITHDRAWAL POLICY – Undergraduate only

Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY – Undergraduate only

An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student’s grade point average. For more information please visit: http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY

An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

GRADUATE POLICIES

Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/about-us/grad-catalog/index.html

DISABILITY POLICY

Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM CODE

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about

SAFETY AWARENESS FACTS AND EDUCATION

Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

SALUKI CARES

The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For more information visit: http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. We ask that you become familiar with the SIU Emergency Response Plan and Building Emergency Response Team (BERT) programs. Please reference the Building Emergency Response Protocols for Syllabus attachments on the following pages. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.

INCLUSIVE EXCELLENCE

SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information please visit: http://wwwinclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES

Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website: Tutoring: http://tutoring.siu.edu/

Math Labs http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER

The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY

Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

Additional Resources Available:

SALUKINET: https://salukinet.siu.edu/cp/home/display/login

ADVISEMENT: http://advise.siu.edu/

SIU ONLINE: http://online.siu.edu/