Course Syllabus
MKTG 401 – Retail Management
Tuesday & Thursday, 12:35pm – 1:50pm, Rehn #12
Spring Semester, 2016
3.0 Credit Hours

(Last updated: 1/07/2016)

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Course Overview:

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.

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

Pre-Requisites/Co-Requisites:

MKTG 304 and junior standing or higher is required

Required Texts (and Related Materials):

• The bookstore has a customized version of the textbook at a relatively lower price.

Location of Course Materials:

All course material (lectures, discussion topics, news, etc.) and additional required readings will be posted on D2L; all articles are available as .pdfs through the SIU Library and may also be posted.

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.

During the 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 whereby electronic devices are only allowed for note-taking and general classroom use.
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.
3) Come to class on time. If you arrive late, please try to minimize the disruption to your classmates while you find a seat.
4) Don't get up and leave once you are in class. Getting up and leaving class for any reason is disruptive, no matter how quiet you try to be.
5) During the course of the semester, the class schedule may change. It is your responsibility to be aware of any changes that may occur. Check the course website frequently.
6) Classroom lectures and discussion may not be audio-recorded without prior permission from the instructor.

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 the instructor 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 http://www.bert.siu.edu/ Department of Public Safety's website 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.

Course Methodology

This is an on-ground class and will be taught using the textbook and online resources. Class time will be spent hearing lectures, engaging in discussion, and participating in group activities.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Class Presentations

Presentation #1 (PPT#1): Each student will choose a concept from our textbook, explain the concept, and demonstrate how the concept is exercised in retail industry with minimum three most up-to-date credible references (e.g., News, magazines, academic journals, etc.), and share your findings with the class.

Presentation #2 (PPT#2): Each student will choose a nationally-known retail store, present competitive analysis (industry backgrounds, competitions analysis, and SWOT), identify market trends, and provide relevant recommendations for the identified trends.

- Each student will have maximum 10 minutes to present.
• Each student **MUST** bring his/her PPT file in a flash/thumb/USB drive prior to the presentation.
• Each student **MUST** submit his/her work **2 days** before the presentation to obtain the instructor’s permission to present. Without the permission, the student will not be allowed to present his/her work.
• Attempting to access your PPT file via anything other than a flash drive on the presentation day is not allowed.

**Final Course Grades**

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>540-600 Points</td>
<td>A</td>
</tr>
<tr>
<td>480-539 Points</td>
<td>B</td>
</tr>
<tr>
<td>420-479 Points</td>
<td>C</td>
</tr>
<tr>
<td>Under 419 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, exams, and presentations. A detailed description of each of the assessed activities can be found after the scoring summary table below.

**Summary of Graded Activities**

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam #1</td>
<td>100</td>
</tr>
<tr>
<td>Exam #2</td>
<td>100</td>
</tr>
<tr>
<td>Exam #3</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Presentations (50 points per each)</td>
<td>100</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
</tr>
<tr>
<td>Participation</td>
<td>50 + α</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>600 pts</strong></td>
</tr>
</tbody>
</table>

**Course Activity / Summary Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/19</td>
<td>Introduction + Overview of the course</td>
<td></td>
</tr>
<tr>
<td>1/21</td>
<td>CH1 Introduction to Retailing</td>
<td>PPT#1</td>
</tr>
</tbody>
</table>
1/26 CH1
1/28 CH2 Building and Sustaining Relationships in Retailing
2/02 CH2
2/04 CH3 Strategic Planning in Retailing
2/09 CH3
2/11 **Exam #1 (CH1,2,3)**
2/16 CH4 Retail Institutions by Ownership
2/18 CH5 Retail Institution by Store-Based Strategy Mix
2/23 CH5
2/25 CH6 Nontraditional Retailing
3/01 CH6
3/03 CH7 Identifying and Understanding Consumers
3/08 CH7
3/10 **Exam #2 (CH4,5,6,7)**
3/12 – 3/20 -------------------------------Spring Break (No class)-------------------------------
3/22 **Presentation #2 (Round One)**
3/24 CH8 Information Gathering and Processing in Retailing
3/29 CH8
3/31 CH13 Operations Management: Operational Dimensions
4/05 CH14 Developing Merchandise Plans
4/07 CH15 Implementing Merchandise Plans
4/12 CH15
4/14 **Exam #3 (CH8,13,14,15)**
4/19 CH17 Pricing in Retailing
4/21 CH18 Establishing and Maintaining a Retail Image
4/26 CH18
4/28 CH19 Promotional Strategy
5/03 CH19
5/05 **Presentation #2 (Round Two)**
5/09 – 5/14 **Final Exam (the date will be announced) (CH17,18,19)**
Course Policies

Attendance:
Attendance at all class meetings is highly encouraged. You are responsible for all material covered in class as well as the material in the textbook. Some of the exam questions will come directly from class discussions.

Participation:
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the D2L frequently for announcements.

Extra Credit:
Opportunities for extra points may be available, but only to those who are present and actively participating in class.

Reporting Illness or Absence:
Please do not wait until the last day to submit assignments or to take exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) the instructor is contacted prior to the due date.

Syllabus Changes:
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the D2L bulletin board.
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 Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES

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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 an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.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/displaylogin
ADVISEMENT: http://advisement.siu.edu/
SIU ONLINE: http://online.siu.edu/

IMPORTANT DATES *

Semester Class Begins .....................................................01/19/2016
Last day to add a class (without instructor permission):........01/25/2016
Last day to withdraw completely and receive a 100% refund: ......02/07/2016
Last day to drop a course using SalukiNet: ..........................04/14/2016
Last day to file diploma application (for name to appear in Commencement program): ...................................................02/05/2016
Final examinations: .........................................................05/09–05/13/2016

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 Holiday 01/18/2016
Spring Break 03/12—03/20/2016

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

Student Conduct Code http://srr.siu.edu/student_conduct_code/

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