RETAIL MANAGEMENT
MKTG 3340-001

SYLLABUS

TEXAS A&M UNIVERSITY-CORPORUS CHRISTI COLLEGE OF BUSINESS

Instructor: Dr. Benjamin L. Blanco
Class: OCNR 115 W 7:00-9:30 pm
Office Hours: By Appointment
Phone: 361-825-2490
E-mail: ben.blanco@tamucc.edu
Web Page: faculty.tamucc.edu/bblanco


Course Description: A managerial approach to retailing. Topics such as trade area evaluation, buying, layout, pricing, cost and expense analysis are considered.

Prerequisites: MKTG 3310 and junior standing or above.

Student Assessment of Learning Objectives:
By the end of this course, the students will be able to:
- Understand the role of retail managers
- Present a discussion orally over a specific retail establishment
- Explain the role of retailing in the overall consumer marketing
- Describe store layout design.

Performance Evaluation and Grading:
Student performance will be evaluated based on three equally weighted exams. Letter grades will be awarded based on the percentage earned of total points possible as follows:

A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = 0 – 59
Grading System:

- Quizzes: 200 points
- Homework/In-class assignments/Articles: 100 points
- Group Project/Peer Evaluation: 150 points
- Tours: 100 points
- Attendance: 50 points
- TOTAL POINTS: 600 points

Make-up Exams/Homeworks

Make-up exams/quizzes will be administered at the discretion of the professor. Make-up exams/quizzes will automatically be deducted by one letter grade. Late homework will only be accepted if approved by the professor. Late homework that has been approved by the professor will receive half the total points the assignment is worth.

Grade Appeals: As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Ethical Perspectives: Ethical issues will be discussed as appropriate throughout the course.

Global Perspectives: Increased globalization of retailers will be discussed as appropriate throughout the course.

Demographic Diversity Perspectives: Diversity will be discussed specifically in connection with market segmentation and human resource issues.

Political, Social, Legal, Regulatory and Environmental Perspectives: Social influences as they impact on retailers will be discussed throughout. Legal, regulatory and environmental issues are discussed in the context of FTC concerns, as well as other regulatory issues.

Attendance Policy: Attendance is mandatory. Students are held responsible for attendance. Instructor may drop student after three (3) absences.
**Academic Honesty:** Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examination or examination materials, forgery or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)

**Disabilities Accommodations:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at 361-825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability services office for assistance at 361-825-5816.
## Tentative Schedule:

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 1</td>
<td>Perspectives on Retailing</td>
</tr>
<tr>
<td>Chapter 3</td>
<td>Retail Customers</td>
</tr>
<tr>
<td>Chapter 14</td>
<td>Managing People</td>
</tr>
<tr>
<td>Chapter 10</td>
<td>Retail Pricing</td>
</tr>
<tr>
<td>Chapter 12</td>
<td>Customer Services and Retail Selling</td>
</tr>
<tr>
<td>Chapter 11</td>
<td>Advertising and Promotion</td>
</tr>
<tr>
<td>Chapter 6</td>
<td>Legal and Ethical Behavior</td>
</tr>
<tr>
<td>Chapter 4</td>
<td>Evaluating the Competition in Retailing</td>
</tr>
<tr>
<td>Chapter 7</td>
<td>Market Selection and Retail Location Analysis</td>
</tr>
<tr>
<td>Chapter 13</td>
<td>Store Layout and Design</td>
</tr>
<tr>
<td>Chapter 9</td>
<td>Merchandise Buying and Handling</td>
</tr>
<tr>
<td>Chapter 5</td>
<td>Managing the Supply Chain</td>
</tr>
<tr>
<td>Chapter 8</td>
<td>Managing a Retailer’s Finances</td>
</tr>
<tr>
<td>Chapter 2</td>
<td>Retail Strategic Planning and Operations Management</td>
</tr>
<tr>
<td></td>
<td>S.W.O.T.</td>
</tr>
</tbody>
</table>
Article Review

The purpose of article reviews is to bring the current application of compensation management principles to the course. There is much literature from which to select your articles; however all articles must come from recognized publications, or the Internet. You may also use the Wall Street Journal and other publications such as Business Week, Inc., Fortune, Forbes and Entrepreneur. The Corpus Christi Caller Times will usually not be an acceptable source.

The summary is to have two distinct parts, and should follow the following format:

******************************************************************************
Names(s)
MKTG 3340
Date

Name of Author, “Title of Article,” Periodical, Date of Publication, pp. #’s.

Article Summary
Briefly summarize the article focusing on the main topics. This section highlights main ideas in the article; opinions are not given here.

Relevance to the Material

State how the article relates to the materials covered that week. State the specific concepts(s) and the specific chapter to which your article relates. You may state your opinions here, but it is not necessary.

******************************************************************************

Each of the two parts has a point value of 5 points, for a total of 10 points.

Articles are to be no older than 6 months (except with prior approval).

Please use single space for the copy and double space between paragraphs.

Limit your summary to one typewritten page!!! No coversheet, please.

Attach a copy of the article to the summary.

Important note: You are expected to know the rules regarding plagiarism and to abide by them in every written assignment.
Peer Evaluation Sheet

Evaluator’s Name ___________________ Group # ___________________ Date _________________

You are asked to rate the contribution of yourself and each of the other members in your group on the class project. This evaluation should take into account a number of factors such as a member’s willingness to accommodate the schedule of the other group members, attendance at group meetings, thoroughness of research, contribution of critical discussion and ideas and to what extent they did their share or more than their share of the work.

Please give each group member a score from 0% to 100%. A score of 100% indicates an excellent contribution on the part of the group member. One person (who has performed exceptionally) in each group may receive a score about 100%. Each group member’s average percentage will be multiplied by the group project score to determine each group member’s project score.

There is space provided for comments. Low and high percentages must be justified. This evaluation process is confidential.

Group Member 1

Score

Comments:

Group Member 2

Score

Comments:

Group Member 3

Score

Comments:

Group Member 4

Score

Comments:

Group Member 5

Score

Comments: