



## MKT4344/5344 Retail Marketing

Spring 2007  
 Section 01  
 Selected Tuesdays, 6:00 - 10:00pm

Important Information	
Professor:	Dr. R. Nicholas Gerlich
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Office Hours:	10:00-12:00 M 10:00-12:00 T 10:00-12:00 W 10:00-12:00 Th

**This is a dynamic document! It will be updated frequently. Please visit this page regularly!**

*Last updated: 16 January 2007.*

### Important Information:

This is a hybrid course. We will be meeting on-campus only seven times this semester. The remainder of all activity shall be through WOnline. Students are responsible for both physically attending the class sessions, as well as attending to the online components. Be sure to check the Course Schedule below for the dates of all activities!

### Communications:

For the best means of communicating with me, I strongly encourage you to use the CourseMail option in WOnline, or dial my cell phone number. I am reachable pretty much 24/7 (but please remember that I do need to sleep!). In recognition of our changing lifestyles, I try to be available every day of the week. The only time I turn off my ringer is during meetings, church, and a few various other times. Please feel free to contact me.

### Disabilities:

*West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the*

*faculty member in a timely fashion to arrange for suitable accommodations.*

**Required Text:**

*Retailing Management*, 6ed, by Levy and Weitz (2007).

**Course Description and Objectives:**

The course will cover all of the basic principles pertinent to the operation of a retail establishment. An additional emphasis will be on the students learning how retailers can utilize the Internet for the benefit of their businesses. As such, students will learn how to prepare a multi-channel retailing strategy, including store strategy, print materials, and basic web pages. These will be prepared for a hypothetical business. In addition, students will be exposed to traditional retail topics, such as location theory, merchandising, the 4Ps as they pertain to retailing, the effects of socio-cultural trends on retailing, evolving retail patterns, and more.

Specific objectives for the course:

- Students will be able to demonstrate mastery of content, as measured on three exams.
- Students will illustrate their understanding of how to develop a multi-channel retailing strategy for a hypothetical business.

**Grade Policy:**

Undergraduate grades will be determined in the following manner:

3 Exams @ 100 points:	300
Group Project:	150
Group Project Presentation:	50
Class Participation:	100
Total:	600

A = 540 - 600  
 B = 480 - 539  
 C = 420 - 479  
 D = 360 - 419  
 F = 000 - 359

Graduate student grades will be determined in the following manner:

3 Exams @ 100 points:	300
Group Project:	150
Group Project Presentation:	50
Class Participation:	100
1 Grad Project:	100
Total:	700

A = 630 - 700  
 B = 560 - 629  
 C = 490 - 559  
 D = 420 - 489  
 F = 000 - 419

Grades will NOT be curved at the end of the term, nor at any other time. The grade you will receive is the direct result of your efforts and outputs in this class.

**Exams:**

There will be three exams given during the semester. They are NOT cumulative. These exams will be challenging open-book group essay exams that you will complete with your group. You will have approximately seven hours to complete each exam. Test questions will center on practical application of the assigned readings and lectures.

**In-Class & Online Discussion:**

It is expected that each student will participate in classroom and Bulletin Board discussions. Your regular and active participation is required! One hundred points of your grade will be derived from your performance in this one component.

There are various ways to participate in the Bulletin Board:

- (a) I will regularly toss out general discussion questions. You can respond to me and/or your peers who respond.
- (b) I will post my Daily Blog, featuring essays on anything and everything, from marketing and e-commerce to buyer behavior, economics, culture and society, new items, church, life in general, and more. It won't take you long to figure out that I teach from my blogs. You can respond directly to me and/or to your peers who respond.
- (c) You may initiate your own threaded discussion. It's your board as much as it is mine, so have fun on it.
- (d) You may respond to threaded discussions launched by your peers.

As you can see, there is a lot of room for your participation here. Sometimes the volume will be overwhelming. Do your best to keep up with the conversation by checking in regularly. Still, I do *NOT* require you to respond to every single posting. Do as much as you can, but also have a life.

Bear in mind that you are being graded on both quantity and quality. Do not think it will suffice to merely type one-sentence responses and expect it to count a lot. I will use the search feature in our board to track each person's contributions. You will also be compared to your peers, so you should view this as somewhat competitive.

My goal is to fully engage each student in this course. If you are willing to be an active participant in this component of the course, I am sure you will find the entire class to be a rewarding experience.

Remember: The discussion component of your grade (in-class and online) makes up one hundred points of your grade. You need not respond to every discussion question, but you should contribute on a regular basis to be in the running for full credit. Furthermore, your replies must be well-prepared, not just simple "yes" or "no" responses. **You should balance your participation in both formats.**

**Grading Policies**

I do not believe in "curving" grades. In other words, you get what you deserve. I abide strictly by the grade scale listed in the course syllabus. There will be no free points, no free grade adjustments, no lenience. Period.

If you are having difficulty with the course during the semester, you should consider dropping the course. But if you do decide to abandon the course, for whatever reason, you must actually withdraw from it. Do not ask me to give you a "withdrawn--passing" grade at semester's end. Any student for whom there are missing data (exams, projects, etc.) with no indication that the course was officially dropped, will receive a failing grade for the course (or whatever grade is appropriate given their cumulative total).

I will not tolerate any form of cheating, which can take the form of copying from others during exams, plagiarizing, sharing, etc. For any assignment or exam for which you have cheated you will receive the most severe penalty available under university rules. This will be at minimum a score of 0 for the said exam or assignment.

I will not respond to pleas at semester's end for additional points, extra consideration, etc. If you feel there has been a mistake on my behalf regarding the posting of your grades, you may feel free to contact me, and I will investigate the matter. Under no circumstances, however, will I make adjustments simply for your benefit.

Finally, if you are having difficulty completing the course because of health problems (yours or that of close family members), or other personal matters, it is your responsibility to meet with me to discuss your options.

### Class Schedule

#### Class Sessions Indicated in BOLD

Date	Readings	Activity
23 January ( <b>Class</b> )	ch 1	Lecture #1
30 January ( <b>Class</b> )	ch 2-3	Lecture #2-3
06 February ( <b>Class</b> )	ch 4	Lecture #4
13 February	ch 5	Lecture #5
20 February	ch 1-5	<b>Exam #1</b>
27 February ( <b>Class</b> )	ch 6-7	Lecture #6-7
06 March	ch 8-9	Lecture #8-9
20 March (Class)	ch 10	Lecture #10
27 March ( <b>Class</b> )	ch 11-12	Lecture #11-12
03 April	ch 7-12	<b>Exam #2</b>
10 April ( <b>Class</b> )	ch 13-14	Lecture #13-14
17 April	ch 15-16	Lecture #15-16
24 April	ch 17-18-19	Lecture #17-18-19
01 May ( <b>Class</b> )	none	Group Project Presentations!!
08 May	ch 13-19	<b>Exam #3</b>

#### Obligatory Stuff:

#### SCHOLASTIC DISHONESTY

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the university's Academic Integrity Code .

#### PHYSICAL OR EDUCATIONAL ACCESS

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

#### EVACUATION STATEMENT (in case you find yourself on-campus)

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651-5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

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