



MKT 4310: Principles of Retailing

FALL 2021

TR 4:30-5:50 PM; 319 BUSINESS BUILDING

Instructor: Dr. Frank G. Cabano

Office: 207 in Business Building

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Office Hours: Tuesdays and Thursdays from 12:30-4:00 pm

Required Textbook: Retailing Management, 10th edition, by Levy, Weitz, and Grewal

Course Description

This course will expose to you the many facets of retailing and provide you with a basic understanding of retailing concepts. Upon the conclusion of the semester, you should understand the challenges of starting, managing, expanding, and succeeding in retailing. This course will discuss the major functions that comprise the retailing task, including the decision tools applied, planning, strategy formulation, implementation and control in retail management. This course should prove to be useful for students who are interested in working in the retail sector, desire to work for companies that interface with retailers, and/or for those with a general marketing, management, or entrepreneurial interest.

Course Objectives

- Understand the strategic retail management decision process.
- Identify the various types of retailers and compare the benefits that are offered by the four major retail channels: stores, internet, mobile and catalogs.
- Discuss how a retail strategy is developed and how specific strategic decisions (in finance, retail locations, site location, human resource management, information systems, supply chain management, and/or customer relationship management) can create significant advantages in the marketplace.
- Examine how tactical merchandise management decisions (merchandise planning, buying, pricing, and retail communication mix) affect retail strategy.
- Explore how a strategic advantage can be obtained through customer service and creating an interesting and engaging shopping environment.

Evaluation

Homework: 4 × 40 pts	160 points
Quizzes: 5 × 30pts	150 points
Exams: 3 × 200pts	600 points
Four Research Studies	40 points
Class Participation/Activities	50 points
Total Available Points	1000 points

Homework (160 pts total): There will be 4 homework assignments during the semester. Each homework will be worth 40 points. They will be due the following class from when they are assigned, and must be **printed out and turned in at the beginning of class**. Late homework assignments will not be accepted for any reason.

Quizzes (150 pts total): There will be 5 short quizzes given at the start of class throughout the semester. Each quiz will be worth 30 points. All quizzes will be announced in advance. They will be in multiple-choice format, proctored through a scratch-off apparatus. They will promote being on time and attending the classes. They will also ensure that you are understanding the material consistently throughout the semester. Make-up quizzes will only be given if you have an excused, documented absence that is announced to me prior to the quiz.

Exams (300 pts total): There will be 3 exams (2 midterms and a final) during the semester. The exams will be 200 points and will consist of multiple choice questions. They will cover the lectures, text, any handouts or readings, any videos from class, and topics discussed in class. Extensive and detailed preparation for each exam is necessary to attain a satisfactory grade. The final exam will mostly cover the last few chapters, but it will be cumulative and, thus, will have some questions about material discussed earlier in the semester. The final exam will be proctored during finals week. Note that once an exam begins, you cannot leave the class for any reason (unless you wish to turn in the exam) so please use the restroom prior to coming to class on exam days. Make-up exams will only be given if you have an excused, documented absence that is announced to me prior to the exam.

Research Studies (40 pts total): You must participate in 4 research studies during the semester. Each one will be worth 10 points for a total of 40 points. These research studies will be announced in advance and will be conducted during the first 10-15 minutes of class. Thus, you must be present and on-time to participate. If you are unable to complete the 4 research studies, there are alternative assignments that you can complete to earn these points. These alternative assignments will be due at the end of the semester. More information on the alternative assignments will be posted later in the semester.

Class Participation/Activities (50 pts total): These points will reflect how actively engaged you are in the class. Please come on time and be ready to participate in class discussions. Note that if you fail to participate in any class discussions during the semester, your *maximum* score for Class Participation will be 35 points (70%). Therefore, please participate often in class discussions to make the class more enriching and

enjoyable for all. There will also be various activities during the semester, so you must be present to participate in these activities and receive the corresponding credit. There will also be random attendance checks in the beginning of class during the semester, where you must be present and on-time to receive these points. Thus, your overall Class Participation score will consist of three components: class discussion participation, class activities, and random attendance checks.

Grading Scale

A = 900-1000 points

B = 800-899

C = 700-799

D = 600-699

F = 599 and below

Teaching Method

I use lectures, discussions, readings, videos, slide presentations, online materials, and anything else I can find that supports you learning the course material. I will post the PowerPoint lectures on Blackboard at least the night before the class, if not before. You are more than welcome to print them before class or bring your laptop to class to follow along.

Most of the exam questions will come from the lectures, but some may come straight from the book. There is not enough time in class to go over every single important concept from the text, so you should read the book in preparation for the lectures. Also, if you read the chapter in the book before we go over it in class, it will help facilitate the learning process and allow you to better perform on the graded components of the class. Thus, I highly recommend that you read the chapter in the book before the lecture.

Blackboard: Blackboard and email are your friends! Blackboard will have all of your grades and other important class information. I will post announcements on the Blackboard site with updates for the class regularly throughout the semester, so please be sure to check Blackboard often to receive these notifications.

Resources/Policies

Class Conduct: I expect students to be respectful of others. Examples of disrespectful behavior include frequently being tardy to class, being inattentive or sleeping during class, using electronic devices for purposes other than taking notes, reading or working on materials other than the current class content, and packing up belongings prior to the end of class. Any of these behaviors will negatively affect your class participation grade, and likely your overall performance in the class.

Writing Center: For help with any writing assignment from this course or others, please

visit the University Writing Center located in the UTEP Library room 227, <http://academics.utep.edu/writingcenter>, (915) 747-5486.

Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, taking an exam for another person, or any act designed to give unfair advantage to a student. Please see the Dean of Students website for further information.

Students with Disabilities: If a student needs accommodations because of a documented disability, please visit the Disabled Student Services Office in the Union East room 106, (915) 747-5148. Their office and I will do our best to meet your learning needs.

COVID-19: If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

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Fall 2021 Tentative Course Schedule

Date	Topics	Text
8/24	Class Overview	Class Syllabus
8/26	Intro to retailing	Ch. 1
8/31	Types of retailers	Ch. 2
9/2	Types of retailers (continued)	Ch. 2
9/7	Multichannel and omnichannel retailing	Ch. 3
9/9	Customer Buying Behavior	Ch. 4
9/14	Customer Buying Behavior (continued)	Ch. 4
9/16	Retail market strategy	Ch. 5
9/21	Retail market strategy (continued)	Ch. 5
9/23	EXAM 1	Ch. 1-5
9/28	Financial strategy	Ch. 6
9/30	Retail locations	Ch. 7
10/5	Retail locations (continued)	Ch. 7
10/7	Retail site location	Ch. 8
10/12	Retail site location (continued)	Ch. 8
10/14	Information systems and supply chain management	Ch. 9
10/19	Information systems and supply chain management (continued)	Ch. 9

Date	Topics	Text
10/21	Customer relationship management	Ch. 10
10/26	Customer relationship management (continued)	Ch. 10
10/28	EXAM 2	Ch. 6-10
11/2	Merchandise management	Ch. 11
11/4	Merchandise management (continued)	Ch. 11
11/9	Buying merchandise	Ch. 12
11/11	Retail pricing	Ch. 13
11/16	Retail communication mix	Ch. 14
11/18	Human resources and managing the store	Ch. 15
11/23	Store layout, design, and visual merchandising	Ch. 16
11/25	Thanksgiving Holiday-NO CLASS	
11/30	Store layout, design, and visual merchandising (continued)	Ch. 16
12/2	Customer Service	Ch. 17
12/7 4:00 to 6:45 pm in regular classroom	FINAL EXAM	Cumulative but primarily Chapters 11-17