

Western Kentucky University
MKT 327 – Retailing Management
Winter 2024
12/11/2023 – 12/29/2023

Instructor: Dr. Patricia Todd

Office: Grise Hall 463

E-Mail: patricia.todd@wku.edu (preferred manner of communication)

Office Hours: Zoom

PREREQUISITE: MKT 220

REQUIRED TEXT: Retailing Management, Levy, 10th ed. ISBN 9781260165586

COURSE DESCRIPTION:

A study of the principles that underlie the successful operation of a company distributing goods and services directly to the ultimate consumer. This will include but is not limited to, strategic decisions such as site selection, franchising, and target markets, as well as management decisions such as pricing, personnel selection, merchandising and atmospheric design.

COURSE OBJECTIVES:

The objective of the course is to provide key tools and frameworks for analyzing retailing in order to solve marketing problems and define effective marketing strategy.

Specifically, you will:

- Appreciate the importance of consumer analyses to the design, implementation, and evaluation of successful retailing strategies and programs.
- Learn about relevant theories and research in behavioral sciences (e.g., psychology, sociology, economics) to understand and influence consumer buying.
- Students will understand ethical issues in retailing.
- Students will be able to analyze and apply the principles of effective retail management
- Students will understand how retailers develop a retail mix to build a sustainable competitive advantage
- Students will understand how retailers use marketing communications to build a brand image and customer loyalty

COURSE FORMAT:

This is an online course; therefore, it is necessary to have access to online technology every day during this term. It is your responsibility to have access to and understand the usage of Blackboard as all of the course materials will be available only on Blackboard. Due to the condensed time of the term, late materials will not be accepted. If you have any questions concerning the expectations or requirements for the class, please do not hesitate to contact me via email. We will be moving extremely fast and there

is a lot of reading material to cover. We will apply relevant theories and research to real-world retail problems.

Exams: There will be 3 exams due by midnight on each of the 3 Fridays of the session. Each will be worth 100 points and will be short essay. No make up exams will be allowed.

Discussion Board: There will discussion of topics on Blackboard pertaining to current issues in retailing. The prompt for the discussion board will be in Blackboard. It is your responsibility to contribute to the discussion with insightful and professional comments. Replies such as I agree are not considered meaningful. Be insightful, you are encouraged to bring outside information into the discussion. Also, use proper grammar and spelling. Do not use tenglish (textingenglish). The following criteria are used to evaluate discussion at the end of the term. Number of quality comments that stimulated further discussion. The use of outside references (again cite the reference in your discussion).

Reflection Paper:

On Fridays, think about the week's class material. What was most memorable? What have I learned? What was the most useful information? What would I want to learn more about? What were my challenges? 200 word minimum.

All assignments are 12 pt, Times New Roman, double spaced with 1 inch margins, APA referencing

COURSE GRADING STRUCTURE:

	Percent	Points
A	100 – 90	550 - 495
B	89 – 80	495 - 440
C	79 – 70	439 - 385
D	69 – 60	384 - 330
F	Below 60	329 - below

REVIEWING GRADES:

All grades will be posted on Blackboard.

GRADING:

<u>Component</u>	<u>Point Values</u>
3 Exams @ 100	300
Discussion Board	100
Reflection 3@ 50	150
Total	550 points

COMMUNICATION:

The best way to reach me outside class is via email. I access my email many times a day. I will use Blackboard's email system to contact you individually or as a group about the class (e.g. changes in the syllabus, assignments, etc.). It is your responsibility to make sure that emails sent via Blackboard can reach you at an email address you check on a regular basis.

ACADEMIC DISHONESTY WILL NOT BE TOLERATED!

Any type of cheating or academic dishonesty will be dealt with in accordance to the university guidelines. If I find evidence of cheating, including copying and pasting from Internet sources or other students, you, and whoever else is involved will not only receive a zero for the assignment but may also receive a failing grade for the course. There will be no exceptions.

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators or Michael Crowe, 270-745-5429. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

Use if AI

Artificial intelligence (AI) tools are not permitted for any type of work in this class. If you choose to use these tools, your actions will be considered academically dishonest and a violation of the [WKU Student Code of Conduct](#).

Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students **MUST** carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.