

RM 2215 Introduction to Retail Merchandising
Section 001
 Jennifer Yurchisin, Ph.D.



RM 2215 Introduction to Retail Merchandising

Spring 2017, 3 credits

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Office hours Tue 10:30-11:30 am on Skype (username: jlyurchi) or by appointment

OVERALL COURSE DESCRIPTION/COURSE OBJECTIVES

1. To learn different aspects of retailing management
2. To comprehend the interrelationships among diverse facets of retailing management
3. To discuss and explore the problems and issues in retailing management

EXPECTED OUTCOMES

1. Be equipped with knowledge of retailing management
2. Be able to explain how retailers successfully deliver their goods and services to the market
3. Be able to identify problems in retail and provide solutions to them

TEXT

Levy, M., Weitz, B. A., & Grewal, D. (2014). *Retailing management* (9th ed.). New York, NY: McGraw-Hill/Irwin.
 (Required)

COURSE WEBSITE: <https://ay16.moodle.umn.edu/course/view.php?id=8759>

In this class, we will be using Moodle. It is important that students regularly check the Moodle site. Although the course is an online course, we will be moving through the materials together each week. All class materials will be posted on Moodle.

COURSE POLICIES

1. In this course students are expected to check the course webpage and their umn.edu student email accounts throughout each week of the semester. This course is offered entirely online through Moodle course management software. Chapter lectures, assignments, examinations, and grades are all posted on Moodle. All writing assignments are to be submitted through Moodle by the date/time indicated. All examinations are to be completed on Moodle by the date/time indicated.
2. **ACADEMIC DISHONESTY IS A SERIOUS OFFENCE AND WILL BE DEALT WITH ACCORDINGLY.** At no time is copying other people's words or ideas permissible. Plagiarism also includes using work completed in a previous class for credit in another class. Academic misconduct includes signing other students' name for attendance, cheating on the test, copying other people's work without proper citation, tracing other people's work, and so on. If academic dishonesty is found, the student(s) will be dismissed from the class and reported to the Office of Student Conduct and Academic Integrity (OSCAI).
3. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Students with disabilities are encouraged to contact the **Disability Services (612-624-1333, 180 McNamara)** to coordinate course accommodations.
4. All exams will be administered on Moodle. They are non-cumulative and cover material assigned in texts, outside readings, and class activities. Prior approval to miss an examination will be given in the event of

extenuating circumstances and the student will be expected to present the proof of such extenuating circumstances. Proof of such incidences should be original and official documents. Personal letters or copied documents are not acceptable. Doctors' visits due to minor illness cannot be a legitimate excuse. **REQUESTS FOR MAKE UPS DUE TO AN EMERGENCY MUST BE RECEIVED BY E-MAIL BY MIDNIGHT ON THE SCHEDULED EXAM DATE.** The instructor holds the right to determine whether the student will be required to take a make-up examination or not. MAKE UP EXAMS ARE DIFFERENT FROM THE ORIGINAL IN TERMS OF FORMAT, LENGTH, AND DIFFICULTY.

5. Due dates: **NO LATE WORK WILL BE ACCEPTED.** In the event of emergency, notify the instructor BEFORE the date/time the assignment is due.

6. Keep in mind how grades are defined. If you complete all the necessary requirements for an assignment, that merely means your work is satisfactory, which is defined as C. If you wish to get a better grade than a C, you will have to be above being satisfactory and aim to wow the classmates and the instructor.

7. Student Release of Work Statement: Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

HOW TO BECOME SUCCESSFUL IN THIS CLASS

1. Be prepared and actively participate in class discussions and activities.
2. Make sure you carefully read and understand the syllabus. You need to understand what the expectations are.
3. Be on top of due dates.
4. Be a professional and respectful classmate.

UNIVERSITY POLICIES

Personal Electronic Devices in Classroom

- <http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

Use of Class Notes and Materials

- <http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Scholastic Dishonesty and Student Conduct Code

- http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Sexual Harassment

- <http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>

Statement on Climate of Inclusivity

- The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.
- http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf

Academic Freedom and Responsibility

- http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

Availability of Disability and Mental Health Services

- If you have any special classroom requirements please contact one of the offices listed below. They will work with you and, if necessary, they will contact the instructor to work out the details for any necessary accommodations.
- Student Academic Success Services, 340 Appleby Hall, 612-624-3323
- Counseling/Consulting Services, 199 Coffey Hall, 612-624-3323
- Disability Services, 180 McNamara, 612-626-1333
- Center for Writing, 10 Nicholson Hall, 612-626-7579
- <http://ds.umn.edu/student-services.html> and <http://www.mentalhealth.umn.edu>

COURSE REQUIREMENTS AND EVALUATION

Your final course grade will be based upon:

Exams (3 @ 100 points each = 300 points)

- There will be three (3) exams during the semester.
- Each exam will contain thirty-five (35) multiple choice/true-false style questions. Each question is worth two (2) points, for a total of seventy (70) points.
- The remaining thirty (30) points will consist of responses to short-answer/essay style questions.
- Each exam will cover not only the assigned text material, but will also cover lectures and other activities. In other words, you are responsible for everything that takes place in class.
- The exams will be timed and must be completed by the date/time assigned.

Individual case studies (3 @ 25 points = 75 points)

- You will be required to complete three (3) written case studies during the semester.
- A separate handout describing the case studies as well as the due dates for the case studies will be distributed.

In-chapter activities (18 @ 10 points each = 180 points)

- You will be required to complete in-chapter activities.
- These activities correspond to each of the chapters on Moodle.
- The activities may be embedded within the lectures themselves or presented separately during the week that the chapter is presented.
- These activities will be graded and will be due at the end of the week that the chapter is assigned.

Extra credit opportunities (? @ 2 points each = ? points)

- There may be opportunities for extra credit throughout the semester.
- Successful completion of each opportunity will be worth up to two (2) points.

Grades are assigned on the basis of total points earned for the course. I will compute the final grade by dividing the total number of possible points by the total number of points that you have earned on the exams, case studies, and activities. The resulting percentage will determine the final grade according to the following scale:

- A** 94% 555-522: Signifies achievement that is **outstanding** relative to the level necessary to meet course requirements
- A-** 90% 521-500
- B+** 87% 499-483: Signifies achievement that is **significantly above** the level necessary to meet the course requirements
- B** 84% 482-467
- B-** 80% 466-444
- C+** 77% 443-428: Signifies achievements that **meets** the course requirements; **Satisfactory**
- C** 74% 427-411
- C-** 70% 410-389
- D+** 67% 388-372: Signifies achievement that is worthy of credit even though it fails to meet course requirements
- D** 60% 371-333
- F** Below 333: Indicates coursework was completed but at an achievement level unworthy of credit

Tentative Schedule (Subject to Change—Please Consult Website for Changes)

Topic #: Date	Topic Description	Readings & Assignments
Week #1: 1/17-1/20	Course Overview	Read the syllabus!
	Introduction to the World of Retailing	Chapter #1 Complete Chapter #1 Activity by 11:59 PM on Friday 1/20
Week #2: 1/23-1/27	Types of Retailers	Chapter #2
	Multichannel Retailing	Chapter #3 Complete Chapter #2 & #3 Activities by 11:59 PM on Friday 1/27
Week #3: 1/30-2/3	Customer Buying Behavior	Chapter #4 Complete Chapter #4 Activity by 11:59 PM on Friday 2/3 <i>*Case Study #1 due at 11:59 PM on Friday 2/3</i>
Week #4: 2/6-2/10	Retail Market Strategy	Chapter #5
	Financial Strategy	Chapter #6 Complete Chapter #5 & #6 Activities by 11:59 PM on Friday 2/10
Week #5: 2/13-2/17	Exam #1	Chapters #1-6 Take Exam #1 by 11:59 PM on Friday 2/17
Week #6: 2/20-2/24	Retail Locations	Chapter #7
	Retail Site Location	Chapter #8 Complete Chapter #7 & #8 Activities by 11:59 PM on Friday 2/24
Week #7: 2/27-3/3	Human Resource Management	Chapter #9
	Information Systems and Supply Chain Management	Chapter #10 Complete Chapter #9 & #10 Activities by 11:59 PM on Friday 3/3
Week #8: 3/6-3/10	Customer Relationship Management	Chapter #11
	Managing the Merchandise Planning Process	Chapter #12 Complete Chapter #11 & #12 Activities by 11:59 PM on Friday 3/10 <i>*Case Study #2 due at 11:59 PM on Friday 3/10</i>
Week #9: 3/13-3/17	Spring Break	No Classes!

Week #10: 3/20-3/24	Buying Merchandise	Chapter #13 Complete Chapter #13 Activity by 11:59 PM on Friday 3/24
Week #11: 3/27-3/31	Exam #2	Chapters #7-13 Take Exam #2 by 11:59 PM on Friday 4/1
Week #12: 4/3-4/7	Retail Pricing	Chapter #14 Complete Chapter #14 Activity by 11:59 PM on Friday 4/7
Week #13: 4/10-4/14	Retail Communication Mix	Chapter #15
	Managing the Store	Chapter #16 Complete Chapter #15 & #16 Activities by 11:59 PM on Friday 4/14
Week #14: 4/17-4/21	Store Layout, Design, and Visual Merchandising	Chapter #17 Complete Chapter #17 Activity by 11:59 PM on Friday 4/21 <u>*Case Study #3 due at 11:59 PM on Friday 4/21</u>
Week #15: 4/24-4/28	Customer Service	Chapter #18 Complete Chapter #18 Activity by 11:59 PM on Friday 4/28
Week #16: 5/1-5/5	Exam #3	Chapters #14-18 Take Exam #3 by 11:59 PM on Friday 5/5