**Syllabus**

**Course Number/Section/Name:** MKT 5344-70 Retail Marketing  
**Class Days/Times/Location or Other Format:** Web-based  
**Professor:** Dr. Turkan Dursun-Kilic  
**Office Location:** Old Fine Arts Building, Room 105  
**Office Hours:** 9:45 a.m.-12:45 p.m. on Mondays and Wednesdays  
**Office Phone:** 806-651-2506  
**E-Mail:** tkilic@wtamu.edu  
**Homepage:** http://homedirs.wtamu.edu/~tkilic/

**Last Updated:** 01/09/2009 This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor. Therefore, you should check out the course syllabus very often.

**COB Mission Statement**

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.
COB Learning Goals

1. Common Body of Core Business Knowledge
2. Communication: Writing, Speaking, and Technology
4. Macro Business Environment: Global, Cross-Cultural and Teamwork Applications

Course Description

Analysis of factors governing store operations: locations, store layout, buying and selling, advertising and display, merchandise planning and control, personnel management, consumer relations, recent trends and problems connected with retail buying and selling.

Course Objectives

Upon completion of this course, students should be able to:

1. design effective retailing strategies for various types of retail Institutions
2. demonstrate knowledge of building and sustaining customer and channel relationships in retailing
3. demonstrate knowledge of retail institutions and their organizational structure
4. identify and target retailing consumers and evaluate how they make purchase decisions
5. demonstrate knowledge of retailing information gathering and processing
6. conduct a trading-area analysis to choose a store location
7. demonstrate knowledge of managing human and financial capital and daily operations in a retail organization
8. develop merchandise plans, retail pricing and promotional strategies
9. demonstrate knowledge of establishing and maintaining a desired retail image
10. analyze ethical problems in retailing
11. develop business plans for retail institutions

Map from COB Learning Goals to Course Objectives

<table>
<thead>
<tr>
<th>COB Learning Goals</th>
<th>Course Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2,3,5,7,9</td>
</tr>
<tr>
<td>2</td>
<td>8,11</td>
</tr>
<tr>
<td>3</td>
<td>1,4,6,10</td>
</tr>
<tr>
<td>4</td>
<td>11</td>
</tr>
</tbody>
</table>

Terms of Use

A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined below and elsewhere in the WTClass container.

College of Business Writing Component (as applicable)

Students earning a BBA degree must complete at least one course with a writing component outside of their major as part of the business core requirements. The College of Business writing component is a requirement in the following courses: ACCT 3311, ACCT 4315, IDM 2310, ECON 4321, ECON 4361, FIN 3350, FIN 4321, MGT 4333, MGT 4370, MKT 3342, MKT 3350. Students in a writing component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to
demonstrate critical-thinking skills. Specific course requirements and the role of the writing component with respect to student grading policy are at the discretion of the course instructor of record.

**Technology Requirements**

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer with broadband internet connection and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Angel Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using Angel.

**Viewpoints Disclaimer**

The views expressed in this document, web-based course materials, and/or classroom presentations are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements.

**External Websites Disclaimer**

Neither the professor, the College of Business, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, College of Business, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

**Copyright**

All original content in this document, all web-based course materials (be they text, audio, and/or video), and/or classroom presentations are © by Dr. Turkan Dursun-Kilic. No distribution without the express written consent of the author. Students are prohibited from selling (or being paid for taking) notes during this course to or by any person or commercial firm without the express written permission of the professor.

**Repeating Course Work**

Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

**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.
**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.

WTAMU is committed to maintaining the integrity of the university academic mission as defined in the Academic Integrity Code (http://www.wtamu.edu/administrative/ss/code/appendix1.htm).

The instructor may exercise the integrity process by submitting student work to Turnitin, a commercial plagiarism detection software device that assists in preventing plagiarism. All documents submitted to Turnitin will remain in the restricted Turnitin.com database for the purpose of comparison and detection of plagiarism of future submissions. Use of Turnitin (http://www.turnitin.com) is subject to the licensing agreement between Turnitin and WTAMU.

**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**

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.

**Chemical and Equipment Safety Statement**

Safety is everyone's responsibility. Material Safety Data Sheets (MSDSs) are provided for all chemicals used in this class. MSDSs provide information about physical properties, health risks, fire explosion data, and other important information associated with these chemicals. Before handling or using a chemical, you should refer to the MSDS for that chemical. It is your responsibility to inform the instructor in writing of any health conditions that may prevent you from safely using a chemical (pregnancy, auto immune deficiency, etc.). It is also the responsibility of the student to report any spill or problems found while storing or using a chemical. If you are unsure about a chemical, always ask. If you see any unsafe condition, notify your instructor immediately. If you are unsure about the proper and safe operation of any piece of equipment, ask your instructor for proper instruction. All injuries, spill of materials and unsafe conditions must be reported to the instructor immediately.

Students will be unable to access any other part of this course until completing a one-question assessment in the Lessons area of this course.
COURSE REQUIREMENTS

Required Text


Course Material

The course material provided online (Power Points, notes, readings, etc.) is supplemental to your textbook. In order to pass your exams and to complete your homework assignments, you need to read and study the assigned chapters in your book on a regular basis.

WTClass Student Orientation

If you are a new online student and/or if you want to use Angel Online Course Management System more effectively, you should have a WTClass Student Orientation by visiting the following site: http://angel.wtamu.edu/orientation/intro.html

The WTClass Student Orientation helps you understand how an online course operates and provides very valuable information. If you experience technical problems, please do not hesitate to get help by calling 806-651-4357 (HELP) or emailing at ITSC@mail.wtamu.edu.

Q & A Board

The purpose of the Q & A Board is to facilitate course-related communication among course students. You are expected to use this board to ask questions to your classmates and get answers, share knowledge and exchange ideas. Do not share exam questions or answers to homework assignments with your classmates here or anywhere. Such behavior will be regarded as cheating. Do not use this board to badmouth your teammates or professor. Be professional and behave professionally. Always be respectful of others in all of your communications. I will be monitoring the content of this board periodically. If you have any questions that you would like to ask me, send them to me via course e-mail. Do not use this board for the questions that are directed to me.

Student Information Form

Each student is expected to fill out a student information form in the first week of the class. The personal information that you will provide me in this form will help me get to know you better, understand your special circumstances, and know your expectations from this course. The submitted forms will be viewed only by me. Please submit your completed forms to the Drop Box for Student Information Forms within the first week of the class.

Term Project

A team of 2 students will work on a retailing project. Each team will select a retail organization that is failing and prepare a comprehensive written project report about the selected retail organization’s current and future retail marketing strategies and plans. The body of the report (excluding cover page, table of contents, references, and appendices) should not be less than 15 pages in length (double-spaced). More detailed information about the project will be posted later.

A team will meet as often as it feels necessary to accomplish the team’s objectives. All team members should have an active role in the preparation of the project report. Each team member should be familiar with the material written by the team. The project report should be written innovatively and should reflect your own thoughts, ideas, comments, and suggestions. You should be able to apply what you learned in the class to your project. You are expected to use marketing and retailing concepts and terminology in your project report.
The teams will be formed randomly by the Angel Learning System within the first or second week of the class when the course drop/add period ends. A team leader for each team will be selected. You can nominate yourself or one of your teammates to be a team leader. The team leader will manage his/her team by planning and controlling team activities and outcomes. The team leader will report to me if there is a problem that he/she cannot solve. The team members can also contact me separately if needed. Team leaders will get an extra credit for the job that is well-done.

Inter-team communication will be facilitated via a Team Discussion Board within the Term Project folder. Remember that I will be able to monitor the frequency of your visits to your team’s discussion board as well as your communication on that board. Each group will have its own discussion board and is expected to use it frequently for team communication about the project or some other matters throughout the semester. Additionally, you can communicate via your team’s chat room, phone or e-mail.

You need to submit your project to Project Drop Box within the Term Project folder before the project submission deadline. All the information related to the term project will be located in the Term Project folder.

**Team Evaluation**

Each team member will fill out a group evaluation form to evaluate performances of his/herself and his/her team members. Each person will fill out only one form. The completed team evaluation form will be submitted to the Drop Box for Evaluation Forms towards the end of the semester. Both the form and the drop box are located in the Term Project folder.

**Exams**

There will be a total of four exams in this class: Three mid-term exams and a final exam. Every student has to take all of these four exams. For your benefit, your lowest mid-term exam score will be dropped and it will not be a part of your final course grade. Only the remaining two mid-term exam scores and final exam score will be taken into consideration in the calculation of your final grade. There will be 50 multiple-choice questions for each exam. Each exam might contain few additional essay and/or true/false questions. Exams will be posted and activated on the specified dates and times in the Exams folder. Each exam will remain open for three consecutive days.

Exams must be taken on the specified dates and times. Special consideration will be given to a change of date only with a written medical excuse(s) or documentation of other serious emergency.

**Homework Assignments**

Homework assignments will be an important part of your final course grade. A homework assignment and an assignment drop box will open at 10:00 a.m. on every other Monday and will remain open for a week in the Homework Assignment folder. You will have one week to work on your homework assignment. Each homework assignment must be submitted to the appropriate drop box. You have to submit your assignment before the drop box closes.

Late assignments will not be accepted. You are allowed to submit only one homework assignment to each drop box. Do not submit multiple assignments to a drop box.

**Important Note**

Make sure you prepare your project and HW Assignments using MS Word 2003. If you are using the 2007 version of MS Word, please submit your project and assignments after converting them to the 2003 version of MS Word. My office computer does not have the 2007 version of MS Word. If I cannot open your project or assignment, I have to disregard it.
Online Discussions

You will be expected to participate in online discussions every other week on a regular basis. The discussion question(s) will be posted on a discussion board in the Course Discussion Board folder starting in the third week of the class. Every other week, you will have a new discussion session with a new board and a new topic. Each discussion board will generally be activated at 10:00 a.m. on Mondays. It will remain open for a week and close at 10:00 a.m. on the following Monday.

You are expected to make insightful and professional comments and statements during these discussion sessions. In other words, do not make short and ordinary comments and statements. 1-2 sentences are not enough to make the participation grade. This type of comments and statements will be disregarded. Also, try to use marketing and retailing jargon or terminology in your comments and statements as much as you can. You must make comments about each discussion question posted and also respond to postings of your classmates. You are expected to make as many postings as you can per question in each discussion. Your participation will be evaluated on the basis of both the quality and quantity of your postings. Please remember that you are in a direct competition with your classmates in terms of the number of postings.

Class Participation

A portion of your grade will be based on your meaningful class participation. Your participation in online discussions, blogs, chats and/or other online activities will be an important part of your class participation grade. The number of your visits to the course site will also be taken into consideration. If the number of your visits to the site is small, this may adversely affect your final letter grade.

A Tutorial on Proper Use and Citation of External Material

It is critically important for students not to plagiarize material. We employ "Deep Googling" methods and utilize the services of Turnitin.com to detect any cheating. As the rubric below demonstrates, there is a Zero Tolerance policy for cheating. It is certainly OK to use directly lifted or paraphrased content, but only if it is properly attributed. Please observe the following improper and proper examples:

Unacceptable (no quotes, no citation):

When the light starts to flash, you had better have the cash. That's the reality for millions of subprime borrowers whose used car purchase is contingent upon having an unusual option: a little box mounted underneath the dashboard that forces them to make their payments on time. A light on the plastic box flashes when a payment is due. If the payment isn't made and the resulting code punched in to reset the box, the vehicle won't start. The next step is a visit from the repo man.

Acceptable (quoted and cited):

A new electronic device may put the brakes on drivers who miss a payment. "When the light starts to flash, you had better have the cash. That's the reality for millions of subprime borrowers whose used car purchase is contingent upon having an unusual option: a little box mounted underneath the dashboard that forces them to make their payments on time. A light on the plastic box flashes when a payment is due. If the payment isn't made and the resulting code punched in to reset the box, the vehicle won't start. The next step is a visit from the repo man." (Woodyard 2008)

...and then listed in the Biblio as:


Also Acceptable (paraphrased and cited):

A new electronic device may put the brakes on drivers who miss a payment. Woodyard (2008) reports that car
buyers who use subprime loans to purchase their vehicle may have a small box mounted under the dashboard. If the buyer misses a payment, the car won’t start.

...and then listed in the Biblio as:


**COURSE GRADING POLICY**

**Evaluation Criteria**

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>100 points combined</td>
</tr>
<tr>
<td>Term Project</td>
<td>150 points</td>
</tr>
<tr>
<td>Two Midterm Exams</td>
<td>100 points each</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100 points</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>50 points combined</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>600 points</td>
</tr>
</tbody>
</table>

**Grading Scale**

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

**Grading Rubric**

The following table outlines the grading rubric that will be used for assessing your term project. Additional criteria may also be used to evaluate your term project.

<table>
<thead>
<tr>
<th>Category</th>
<th>Insufficient</th>
<th>Sufficient</th>
<th>Exemplary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Writing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business style; one voice; third-person</td>
<td>0-13%</td>
<td>14-18%</td>
<td>19-20%</td>
</tr>
<tr>
<td><strong>Grammar</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Syntax, spelling, punctuation, etc.</td>
<td>0-13%</td>
<td>14-18%</td>
<td>19-20%</td>
</tr>
<tr>
<td><strong>Content</strong></td>
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<tr>
<td>Is the problem or purpose clearly identified? Are the background analysis sufficient? Are alternatives clearly identified and analyzed? Is a position, recommendation or action plan made? Is it supported sufficiently?</td>
<td>0-27%</td>
<td>28-35%</td>
<td>36-40%</td>
</tr>
<tr>
<td><strong>Sources</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does each paraphrased content have references? Are Title, Author, and Date available, as well as complete URLs? Are source materials used correctly, such as with quotes as needed?</td>
<td>0-13%</td>
<td>14-18%</td>
<td>19-20%</td>
</tr>
<tr>
<td><strong>Plagiarism</strong></td>
<td></td>
<td></td>
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<tr>
<td>Has any of the paper been copied from external sources without proper documentation? Has the paper been recycled from another class? Has</td>
<td>-100%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
the paper been purchased from an external provider?

<table>
<thead>
<tr>
<th></th>
<th>0-69%</th>
<th>70-92%</th>
<th>93-100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COURSE PROCEDURES AND POLICIES

- Late homework assignments and projects will not be accepted! No excuses are accepted.
- Do not submit your assignments and project via course or university e-mail. They will not be accepted.
- Exams must be taken on the specified dates. Special consideration will be given to a change of date only with a written medical excuse(s) or documentation of other serious emergency.
- Assignments must be typed or computer-printed. Handwritten assignments will not be accepted.
- Cheating in any forms will result in a grade of F.
- **Students are responsible from the announcements sent via e-mail and posted at the WTClass course site.** Students must check their university e-mails, course e-mails, and the course site as often as possible for course announcements.

KEYS TO SUCCESS IN AN ONLINE COURSE

- Log into your WTClass course site routinely to read Course Mail and/or Announcements and check Q&A Board.
- Be an active participant of your course. Contribute to online discussions, blogs, and other forms of online communication. Build your online community!
- Prepare for the exams by doing the assigned readings and assignments in advance of the exam period.
- Establish a routine study time to work on your online course. Spread the course work out during the week rather than trying to complete work the last day of a deadline.
- Read outside materials and internet readings
- Share what you learned during online class discussions.
- Familiarize yourself with the course syllabus and schedule. Check these periodically on the course site to see if there are any changes in their content.
- Familiarize yourself with the course tools (course mail, discussion board, blog, drop box, quizzes, etc.) and the course layout.
- Email your instructor early in the week regarding questions about assignments or other course items that need clarification.
- **Keep a back-up copy of all your work.**
- Spell and grammar check coursework.
- Follow the *Netiquette* guidelines of your course.
### TENTATIVE COURSE SCHEDULE FOR SPRING 2009

<table>
<thead>
<tr>
<th>Week</th>
<th>Posting Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>01/13</td>
<td>Syllabus Review and Related Questions, Student Information Form Completion</td>
</tr>
<tr>
<td>2</td>
<td>01/19</td>
<td>NO CLASSES- M.L.K. DAY</td>
</tr>
<tr>
<td></td>
<td>01/20</td>
<td>Ch 1, Lesson 1, HW Assignment 1 Posted</td>
</tr>
<tr>
<td>3</td>
<td>01/26</td>
<td>Ch 2-3, Lessons 2-3, Discussion Board 1 Opens</td>
</tr>
<tr>
<td>4</td>
<td>02/02</td>
<td>Ch 4-5, Lessons 4-5, HW Assignment 2 Posted</td>
</tr>
<tr>
<td>5</td>
<td>02/09</td>
<td>EXAM 1 (Chapters 1-5, all the course material covered) opens at 1 pm and closes at 1 pm on 02/12/09</td>
</tr>
<tr>
<td>6</td>
<td>02/16</td>
<td>Ch 6-7, Lessons 6-7, Discussion Board 2 Opens</td>
</tr>
<tr>
<td>7</td>
<td>02/23</td>
<td>Ch 7-8, Lessons 7-8, HW Assignment 3 Posted</td>
</tr>
<tr>
<td>8</td>
<td>03/02</td>
<td>Ch 9-10, Lessons 9-10, Discussion Board 3 Opens</td>
</tr>
<tr>
<td>9</td>
<td>03/09</td>
<td>EXAM 2 (Chapters 6-10, all the course material covered) opens at 1 pm and closes at 1 pm on 03/12/09</td>
</tr>
<tr>
<td>10</td>
<td>03/16</td>
<td>SPRING BREAK STARTS</td>
</tr>
<tr>
<td>11</td>
<td>03/23</td>
<td>Ch 11-12, Lessons 11-12, HW Assignment 4 Posted</td>
</tr>
<tr>
<td>12</td>
<td>03/30</td>
<td>Ch 13-14, Lessons 13-14, Discussion Board 4 Opens</td>
</tr>
<tr>
<td>13</td>
<td>04/06</td>
<td>EXAM 3 (Chapters 11-14, all the course material covered) opens at 1 pm and closes at 1 pm on 04/09/09</td>
</tr>
<tr>
<td>14</td>
<td>04/13</td>
<td>Ch 15, Lesson 15, HW Assignment 5 Posted</td>
</tr>
<tr>
<td>15</td>
<td>04/20</td>
<td>Ch 16, Lesson 16, Discussion Board 5 Opens</td>
</tr>
<tr>
<td>16</td>
<td>04/27</td>
<td>Ch 17-18, Lessons 17-18, Term Project Due Before 11:59 pm</td>
</tr>
<tr>
<td>17</td>
<td>05/01</td>
<td>FINAL EXAM (Chapters 15-18, all the course material covered) opens at 1 pm and closes at 1 pm on 05/04/09</td>
</tr>
</tbody>
</table>

**OTHER IMPORTANT DATES**

- February 1: Scholarship Application Deadline
- March 1: May Graduation Application Deadline
- March 2: Midterm – Last Day to Drop or Withdraw with Guaranteed X
- March 16-22: Spring Break
- March 31: Last day to Drop or Withdraw
- April 29: Last class day
- April 30: Dead Day: No Classes
- May 1-7: Final Exams
- May 9: Graduation 10 am & 3 pm
- May 11: Spring Grades Due 9 am