

MKTG 4303
Retail and Service Marketing – Spring 2016

Instructor Name: Lauren Brewer

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Office Hours: Tuesday 12:30 – 2:00 pm & By Appointment

Course Number, Course Title: MARK 4303, Retail and Service Marketing

Classroom: Section 001 – PKH 206

Class Time: M/W 7:00 pm – 8:20 pm

Faculty Profile: Please see Professor Brewer for a faculty profile.

Textbook: Retailing Management 9th Edition by Michael Levy, Barton A. Weitz, and Dhruv Grewal.

Course Description: The role of retailing and services in our economic system. Retail management functions such as inventory management, pricing, merchandising, advertising, and sales promotion. Understanding the unique characteristics of services. Creating service marketing strategies and solving service marketing problems.

Prerequisites: MARK 3321 with grade of C or better. Please talk to an academic advisor if you need any clarifications.

Students are not officially added or dropped from a course section until the drop or add is processed by the Registrar. Students not on the roster will definitely not be allowed to continue in the class, or allocated a course grade.

Student Learning Outcomes: (1) Students become familiar with the terminology commonly used in retail and service marketing in order to correctly interpret and utilize these concepts in business situations. (2) Students increase their insight of the retail environment and retail management jobs to more effectively evaluate a potential entrepreneurial venture or career in retailing. (3) Students analyze and critique the existing strategy of a current retailer to apply their course knowledge in a practical context. (4) Students interpret and manipulate retail budgets and financial statements in order to improve their planning skills and better understand the potential effects of changes in retail strategies and environmental conditions.

E-Mail Communication: I will NOT be accepting ANY email from students unless it is from a UTA e-mail address. I will only send email communication to your UTA email accounts. This course will strictly adhere to the exclusive use of University assigned e-mail addresses for all communications. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

Please consult this link for further help: <http://www.uta.edu/oit/cs/email/index.php>

Direct all UTA Email account related questions to the Office of Information Technology.

Class Process: It is important that you do the assigned readings in advance of the lecture, since that session will build on the text and other reading materials. Marketing is a practical skill that is learned through study and application in a cumulative fashion. Experience suggests that the value of the course is greatly diminished if students attempt to substitute pre-exam cramming for regular preparation.

Attendance: At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section: Attendance does not directly factor into students' final grades, but regular attendance is important for you to perform to the best of your ability in this course. Some activities taking place in class (e.g. videos, exercises, etc.) will not be made available by the instructor to students afterwards.

Class Etiquette: I will insist on professional behavior in class, which includes coming to class on time, not walking out in the middle of a lecture (without my permission in advance), and not engaging in cross-talking with other students unless it is part of a broader class discussion. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time.

My Accessibility: I look forward to getting to know as many of you as possible during the semester. Please let me know if I can help. You do not need an appointment to drop by and see me during regular office hours, but you can reserve a specific appointment time in advance. I will also be glad to talk with you before and after classes as our schedules permit. E-mail is an excellent way to get in touch with me – for simple questions, clarifications, or to set up an appointment. You may also contact me by phone (817-272-6741). Instead of leaving a voicemail, please contact me via email.

Grading Policy: In accordance with the policies at the University of Texas at Arlington, I use the following grading system:

Grade	Total Points Received
A: Excellent – 90%	450 - 500
B: Good – 80%	400 - 449
C: Satisfactory – 70%	350 - 399
D: Passing – 60%	300 - 349
F: Failing – 59% and Below	299 and Below

I employ the entire range of the grading system in this class. Do not assume that all grades receive a minimum of B. Average (Satisfactory) work is the baseline and receives a grade of C not a B. Average work is what anyone can produce, it is average. Good (B) work and better requires additional effort, initiative, creativity and a good understanding of the subject matter. Let's keep the spirit of the grades up and produce "good" to "excellent" work for high grades.

**Any conflict in grades must be resolved within 5 working days of posting of grades. **

Grade Item	Possible Points	Percentage
Exams (4 @ 90 pts each)	360	72%
Project (2 @ 30 pts each)	60	12%
Cases (12 @ 5 pts each)	60	12%
Article Summary (10) / Presentation (10)	20	4%
Total Possible Points	500 Points	100%

Additional Policies Regarding Grading: In order to uphold the standards of fairness for all students in the class, I insist that you refrain from engaging in the following acts. Do not:

1. Tell the instructor that you need a certain grade.
2. Ask for extra assignments for the purpose of raising a grade.
3. Ask for the grade to be raised because it is very close to the next higher grade.
4. Ask for the grade to be raised because you did better in some component(s) of the course than other components.
5. Ask for a higher grade because you don't like the grading scheme.
6. Ask to be treated better than other students by asking that an exception be made to these rules.
7. Ask for any other unfair advantage in grading.

I will refer any violators back to this section of the syllabus as necessary!

Exams: There are four non-cumulative exams in this course. Each exam is worth 90 points. Exam questions may include a combination of multiple choice, fill-in the blank, short answer, and essay questions that cover readings, lectures, assignments, videos, class discussions, cases, guest speakers, and any other information the instructor deems important. Students must provide their own scantron (882-E) for each exam. Any fill-in the blank, short answer, or essay questions will be completed on a separate sheet provided by the instructor. Test questions will focus on your understanding of the marketing concepts and your ability to apply those concepts to real-world problems.

Be prepared to show a valid photo ID when turning in your exam.

Exams must be taken on the dates indicated in the syllabus. No make-ups will be given unless the student notifies the instructor in advance and has a documented university-approved excuse. Approved make-up exams must be completed no later than one week from the date of the scheduled exam; otherwise the student will receive a zero for that exam. If an exam is missed without university-approved documentation, the student will receive a zero for that exam.

A student may take the optional final exam to replace the zero for a missed exam.

Project: Students will work individually or with a partner to complete the course project. The course project will be completed in 2 separate parts: Part 1 – Retailer Analysis (30 points) and Part 2 – Retail Anthropology (30 points). A project information sheet will be posted in Blackboard detailing information about each part of the project and due dates for each specific project part. The project will be discussed in detail in class on 1/27.

Cases: Twelve cases will be assigned over the course of the semester. Assigned cases are listed in the syllabus - ‘Course Schedule’ and are located in the back of the textbook. Students will read each case and provide a written response to one discussion question located at the end of that case. Discussion questions will be submitted via Blackboard. Discussion questions are due on the date indicated in the syllabus - ‘Course Schedule’. **NO LATE CASE DISCUSSION QUESTIONS WILL BE ACCEPTED.**

Students should be prepared to discuss the cases and all discussion questions in class on ‘Case Days’ and should be able to answer any of the discussion questions if called upon in class. Failure to appropriately answer questions when called upon in class will result in lowering of case points for that selected case. Students will be called upon at random to answer case questions. Should a student be absent from class and their name is called, the student will lose points for that selected case.

Article Summary/Presentation: Each student (or partner group) will select a current article (2014 – present) from the business press or a trade publication about present-day issues in retailing or issues that retailers face to summarize and present to the class. Suggestions for sources include but are not limited to: The Wall Street Journal, Business Week, Brandweek, AdAge, and many other business news and trade publications.

Article Summary – The article summary shall be no shorter than 500 words and no longer than 750 words. In the summary include the following: (1) Briefly state the main idea or thesis presented. (2) Summarize the most important information, ideas, facts, etc. (3) Discuss what class topic this article relates to, and how it relates to that topic. (3) Discuss the most surprising/interesting thing you found out about this topic by reading this article.

Article Presentation – Students will have will 5-7 minutes to present their article to the class on their assigned presentation day. In the presentation students will briefly discuss the article and how it relates to material covered in the class. Students must have some type of visual aid.

Students will submit a hard copy of the article summary to the instructor at the beginning of class on their presentation day. The instructor will bring a ‘Presentation Schedule’ sheet to each class session until 2/1 for students to select presentation dates. Students must select an article before securing a presentation date. No two students can summarize/present the same article. If a student fails to select a presentation date by 2/1, the instructor will assign a date for that student, and the student will receive a 1 point deduction from the presentation grade. Should a student be absent for his or her presentation, that student will receive a 0 for the presentation, and a 2 point deduction if the summary is late. **NO MAKE-UP PRESENTATIONS WILL BE ALLOWED.**

Final Exam: An optional cumulative final exam is offered at the end of the semester. Students may choose to take the cumulative final exam to replace their lowest exam score from the four non-cumulative exams during the semester. Taking the final exam cannot harm your grade. Before finals week you will know your point total for all material that has been graded and tentative letter grade. If you are not satisfied with your course grade, you may choose to take the optional final. The final exam will consist of 90 multiple choice questions. Students must provide their own scantron (882-E) for the final exam. No review will be offered for the final exam.

Bonus: There may be a few bonus point opportunities during the semester. These opportunities may or may not be announced beforehand. If you are not in class on the days on which bonus points are given, you cannot make these points up later.

Note: Bonus points may be forfeited if you leave class unexcused on a day when points are given. **DO NOT** ask the instructor if/when bonus points will be available.

Cheating: CHEATING AND PLAGIARISM WILL NOT BE TOLERATED.

Any student caught cheating or plagiarizing will receive an 'F' in the course and will be immediately reported to the department chair and the Office of Student Conduct.

No student shall distribute course notes / materials (or other information deemed as unacceptable by the instructor) for free or for sale in this course. Distributing such information is considered cheating, and will be handled as such. If a student is caught distributing any of the above information the student will receive an "F" in the course.

Academic Integrity: All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Tentative Course Schedule – This schedule may change at any time with notice to students.

Week	Date	Topic	Reading / Deliverable
1	1/18	MLK Day – No Class	
	1/20	Introduction / Course Overview / Decision Day	
2	1/25	Introduction to the World of Retailing	Ch. 1
	1/27	Project Discussion Day	
3	2/1	Types of Retailers	Ch. 2
	2/3	Customer Buying Behavior	Ch. 4
4	2/8	Case Day (1, 2, 5)	Cases Due @ 6:45 pm
	2/10	Discussion Day	
5	2/15	Exam 1: Chapters 1, 2, 4	
	2/17	Retail Locations	Ch. 7
6	2/22	Retail Site Location	Ch. 8
	2/24	Customer Relationship Management	Ch. 11
7	2/29	Case Day (12, 13, 15)	Cases Due @ 6:45 pm
	3/2	Discussion Day	
8	3/7	Exam 2: Chapters 7, 8, 11	
	3/9	Buying Merchandise	Ch. 13
9	3/14	SPRING BREAK	
	3/16	SPRING BREAK	
10	3/21	Retail Pricing	Ch. 14
	3/23	Retail Communication Mix	Ch. 15
11	3/28	Case Day (22, 24, 25)	Cases Due @ 6:45 pm
	3/30	Business Week – Speaker	
12	4/4	Discussion Day	
	4/6	Exam 3: Chapters 13, 14, 15	
13	4/11	Managing the Store	Ch. 16
	4/13	Store Layout, Design, & Visual Merchandising	Ch. 17
14	4/18	Customer Service	Ch. 18
	4/20	Case Day (28, 31, 33)	Cases Due @ 6:45 pm
15	4/25	Discussion Day	
	4/27	Exam 4: Chapters 16, 17, 18	
16	5/2	Project Day	
	5/4	Project Day	

“As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. – Lauren M Brewer”

Final Exam: Wednesday May 11, 2016 – 8:15 pm – 10:45 pm

UNIVERSITY POLICIES AND PROCEDURES

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX: *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.*

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities. (<http://www.uta.edu/police/EvacuationProcedures.pdf>)

Writing Center: The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at www.uta.edu/owl/.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>

Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381

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