

RETAILING
MKTG 4600.007 – INET
WebCT Vista
<https://webctvista.unt.edu/>
Spring 2006
Concha-Neeley

Hi, welcome to the MKTG 4600.007 Retailing course via WebCt. I hope you enjoy the course. There are approximately 400 students in my WebCt classes this semester. Therefore, the policies stated in the syllabus are very important and I adhere to them closely.

I hope you understand that you will be required to do as much work and study as you would in my on-campus live classes. You gain the convenience of the online world and the opportunity to review the materials several times if you do not understand a concept. However, you must be self-disciplined to succeed. I have facilitated learning through web courses for several thousand students. I have structured this course with your success as my goal. Some of you may have taken or are currently enrolled in one of my other on-line Web courses. Read each syllabus and the quiz/exam schedule carefully.

Reminder: Your first exam is a SYLLABUS QUIZ, which counts in your grade!!! The syllabus quiz includes the assignment/quiz schedule which is a part of your syllabus. Please read the syllabus and the quiz/exam schedule carefully, particularly note the date and times for your exams. You must use your Eaglemail account to communicate with Me. (To activate your Eaglemail account go to <http://eaglemail.unt.edu>. Your user name is your EUID and your password is your UNT ID or Social Security number).

***IMPORTANT:** I will do not open email coming from yahoo, AOL, hotmail, etc., even if it gets through the spam filters. Email from these ISP's go straight to my trash.*

IMPORTANT: EMAIL ETIQUETTE AND VERY SPECIFIC REQUIREMENTS.

This is a business course and my expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics:

- 1) Put the course number and section in the subject line.
- 2) Include at the beginning of your email: *the date, your full name, EUID, course number and section, and the assignment number, quiz, or exam number which is the subject of your email. PLEASE NOTE: There are instructions below regarding email about quiz or exam questions. I do not*

debate individual questions. The instructions indicate how a statistical analysis is used to examine questions.

3) Use a proper salutation, such as: Concha-Neeley.

4) In your message you must use proper sentence structure, capitalization, spelling and punctuation.

5) Use a proper closing such as sincerely,

6) I will return your email without comment if the email etiquette and specific requirements are not met.

Another important thought. The WebCt platform offers instructors many options. You may have had instructors who have setup their web based course differently than I have for this one. If you don't feel you can adhere to the policies and practices outlined for this course, please drop and take a different course.

Finally, I want a word about you.

I want you to succeed! Every lesson and assignment in your course is planned to quickly and thoroughly give you the ideas, information and concepts that you need to complete the course and develop your basic knowledge about this area of business.

All I ask is that you do your part. Read and follow the course procedures in the syllabus. Reach each lesson carefully. Study those concepts you don't understand at first. Watch the videos and Power Point reviews carefully. Use the study review questions to identify important areas. Complete each element of the lesson diligently and you're sure to succeed. Over two thousand students in online courses I have developed have already done so and now it is your turn.

*Good luck with the course,
Concha-Neeley*

ATTENTION: Bureau of Citizenship and Immigration Services Regulations for F1 Visa Holders:

In December of 2002, new regulations were issued that limited to three the number of semester hours taken COMPLETELY ONLINE that can be applied to the nine hour required for full-time status of F1 Visa students. **MKTG 4600 INET DOES NOT HAVE** an on-campus experiential component which may be required for F-1 visa holders if you have more than one three-hour course that is completely on-line.

CONTACT INFORMATION

Email: You may ONLY contact Concha-Neeley by email at NeeleyC@unt.edu.

Questions and general announcements will only be answered to your Eglemail account. WebCT email, discussion and chat rooms are not enabled for this course. You

may contact Concha-Neeley by email to set up an office appointment if you have questions that cannot be answered by email. You will need to have an email conversation prior to an office appointment. I

suggest that you check the Home page of the WebCT course each day for announcements. If several students have the same question, I will post a message there or send an email to everyone rather than replying to each student individually. If you have not received an email from me and are sure you have adhered to the policies above, there may be a problem with your Eaglemail account. I typically respond to emails within 24 hours during the workweek.

COURSE DESCRIPTION:

Retail Management explores the principles and methods of managing a retail store. Topics include principles and methods; store location and layout; sales promotion; buying and pricing; personnel management; credit and stock control.

LEARNING OBJECTIVES:

1. Gain an understanding of the basic dimensions of retail strategies.
2. Understand the importance of selecting the appropriate site for the retail store.
3. Explore and gain insight regarding store design and layout.
4. Understand the legal environment affecting the retail store.
5. Understand and be able to perform the calculations associated with buying, selling, accounting for inventory and pricing.

COURSE MATERIALS:

Textbook: *Retail Management Basics* by Dr. Ron Hasty and Ms. Concha Neeley, June 2004, published by Fountainhead Press. Printouts of the presentations are available with the book when purchased new at the bookstore.

Available at the UNT bookstore: If you are out of Denton you may order the textbook by going to www.eFollett.com. See eFollet instructions below.

CD-ROM Package – Available ONLY at the UNT Bookstore.

eFollett Instructions

1. Go to www.eFollett.com
2. Select the state your school is in by using the drop down menu titled *Find Your Bookstore*.
3. This will bring you to a page with a list of schools.
4. Click on the University of North Texas hyperlink.
5. This will bring you to the University of North Texas online bookstore.
6. Click on “continue” under the textbook portion of the page on the left-hand side.
7. Select MKTG in the drop down menu as the department.
8. Select 4600 in the drop down menu for the course.
9. You should see a table listing the required books for MKTG 4600.007.
10. Click “add to cart” when you are ready to check out – make sure there are check marks in the buy column.
11. Click “checkout” at the bottom of the page – make sure you have a selected an option in the *New/Used Substitution Preference Box*.
12. This will bring you to a Login Page.

13. If you are a returning customer, simply login. If you are a new customer, you will have to sign up. You do this by clicking on the “sign up” button on the right-hand side of the page. Fill out the form that follows.

14. Once you have logged in or signed up, you be prompt for shipping/payment information and to verify your order. Simply follow the instructions that follow.

BASIC INFORMATION FOR TAKING RETAILING ON-LINE VIA WEBCT.

You will need a computer with an Internet connection, Internet Explorer (The instructor does not support Netscape.), a Sound and Video card and Speakers. You will also need Adobe Acrobat Reader 5.0. This is a free download at <http://www.adobe.com/products/acrobat/readstep2.html>. You will also need MS PowerPoint to view the review presentation for each of the assignments. You will need Windows Media to view the video clips. **If you use a pop-up blocker it may block access to your exams, if so you will need to disable it for this course. You are responsible for having an ISP connection and computer that meets the minimum requirements indicated at WebCT.unt.edu under the “student resources” link.**

Getting Started:

1. Go to the URL address: <https://webctvista.unt.edu/>.
2. This URL address will bring you to the WebCT Vista homepage. Many of your questions can be answered on this page by visiting “Vista Student Resources” located in the left menu bar.
3. To Login the system you will need a User ID and password. Your User ID for WebCT Vista is your EUID. Please note that your EUID is normally the SAME as your Eagle@Mail login name. Your password is your UNT student ID.
4. If you do not have a EUID, you will have to get one by following the steps listed in #5. You may skip to #7 if you already have a EUID.
5. To retrieve your EUID visit the Account Management System (AMS) Web site at <https://ams.unt.edu/> and click on “What’s My EUID” located in the left navigation bar. You will then fill out and submit the online form. After submitting the form, the system will prompt you to confirm your identity by requesting your SSN. Once you complete this step, AMS will automatically display your EUID. After this step, you will need to go back to the WebCT Vista homepage (<https://webctvista.unt.edu/>).
6. You are now ready to login!
7. Click on “Logon to WebCT Vista.”
8. This will pull up a dialog box prompting you for your user name (EUID) and password.
9. Once you have login to the system, you will get a list of courses available to you through WebCT. Please note that the list varies from student to student. It depends on which course(s) you are enrolled in. The course you want to select is MKTG 4600
10. This will bring you to the homepage for MKTG 4600
11. Should you have technical problems, please refer to Student Resources on the WebCt homepage. They have a list of Frequently Asked Questions and

are available for additional assistance as follows:

Email webct@unt.edu

Phone: (940) 565-2324

In person: ISB Room 119

Help Desk Hours:

Mon.-Thur. 8am-midnight

Fri: 8am-8pm

Sat.: 9am-5pm

Sun.: 1pm-midnight

HOW TO USE THE CD'S TO VIEW THE VIDEO CLIPS.

Instructions:

Insert CD 1 or 2 into the CD-ROM drive.

Go to My Computer and click on the CD icon to open it.

Then right click on the segment you want to open. Select open with Windows Media Player; if it is not already open.

If you want the picture larger:

Maximize the screen or go to view and on the toolbar at the top of the screen and zoom to the size which produces a satisfactory quality on your computer.

TENTATIVE SCHEDULE

The schedule of quizzes / assignments found on the MKTG 4630 WebCt homepage is TENTATIVE. It is subject to change during the semester due to unexpected occurrences. ***It is your responsibility to monitor bulletins on a regular basis so you will not miss important announcements.***

UNIVERSITY KEY SEMESTER DATES: Go to the UNT website and the following URL to check all of the dates for add/drop, holidays, etc. It is your responsibility to be familiar with this information. Visit <http://essc.unt.edu/registrar/fall/calendar.htm> to view the Fall 2005 academic schedule.

TESTING:

Check the Schedule of Exams and Quizzes for the testing opportunities.

Warning # 1! If you go past the allotted time for the quiz or exam, only those questions answered in the time allowed will be graded.

Warning # 2! If you skip or do not answer a question, you are not allowed to return to that question.

Warning # 3! Note: exam questions are drawn from any material listed on the Course Content page including text, glossary, and articles.

The format for the on-line quizzes and for the final exam is multiple choice, true/false, and matching/fill-in-the blank. Each quiz and exam including the final exam require the student to pull together key concepts and are intended to test your understanding of them. They have a variable number of questions with each question valued from 1 to 5 points depending on its complexity.

There is a time limit for each quiz or exam and the final exam. As a general rule you will have 25 seconds for TF, 45 seconds for multiple choice, and 25 seconds for each term question. **CAUTION:** If you open the quiz or the final exam to look at it, the timer will automatically start and you must complete it while it is open. If you close the quiz or final exam, you can not go back to it.

Each quiz and the final exam are open-book and open-note and are intended to help you determine whether you have mastered the material in that section. However, you do not have time to look up the answers. All exams are randomly generated from a large database of questions for the section. Each exam/quiz and the final exam will be unique. After completing the quiz or exam you must electronically submit the quiz or the exam for auto-grading. **After an exam closes for all students, and the grades are released, you will be able to view your individual score. For online test bank security reasons, your actual exam will not be released. The final exam is not comprehensive except for vocabulary so you will not need to study or review past exam to prepare for the final. If you wish to review your exam, you may bring a wireless laptop to my office and I will log you in with an ID that will let you do so. Please email me for an appointment.**

All of the quizzes and the final exam are NOT available at the beginning of the course. They are scheduled to open and close throughout the semester. Open and close dates are listed in the *Schedule of Assignments and Exams* located as a hyperlink on the 4600 homepage via WebCT. This is to insure that the class remains at the same pace. In order to encourage students to cover the material in a timely fashion and not wait until the last minute, you must complete each quiz and the final exam before the cut-off period listed in the *Schedule of Assignments and Exams*. You are encouraged to stay well ahead of the deadline for taking each quiz or the final exam. Since you have plenty of time for taking the exams, excuses about computer problems, power failures, weddings, grandmother's computer didn't work etc. will not be accepted. Makeup exams are ONLY for situations beyond your control such as hospitalization.

GRADING:

This is not a difficult course by many standards. However, it does require that you spend the time to read and study the material. If you do that, you should have no trouble passing the course. You may check your current status at any time by checking the grade book section on WebCt. Your grade is determined by taking the total points you have earned and dividing that number by the total points available. NOTE: The percentages are not rounded!

For example 79.6 is a C and is not rounded up to 80%

The grading scale is:

A = 90.0% and above, B = 80.0% to 89.99%, C = 70.0% to 79.99%, and D = 60.0% to 69.99%.

Grade adjustments on individual quizzes and the final exam are based on the statistical analysis that is provided by the WebCT grading system. Each quiz and each final exam question will be reviewed for evidence that a question or answer is unclear or if there is a statistical pattern of the same missed questions with the same wrong answers. The student's scores will be adjusted automatically if the instructor decides there is evidence to support doing so. Furthermore, any question missed by more than 50 percent of the students scoring in the top quartile will automatically be discarded and points will be adjusted. Again, do not email me about individual questions.

To view your quizzes and exams:

On your home page go to "Surveys and Quizzes." Under the attempts column, click on "Completed" for the associated quiz or exam. This will bring you the scores menu and the table for your attempt. Under attempts in the "number" column click on the "1" hyperlink. This will bring you to your quiz with your answers and the correct answers.

TESTING ETHICS PLEDGE:

I AGREE to follow the Code of Student Conduct and Discipline guidelines as stated below.

If you DO NOT AGREE with the conditions listed below. Please email me, so that you may be dropped from the course.

By enrolling in this course and affirming below, you agree to follow the University of North Texas Code of Student Conduct and Discipline guidelines and to abide by the following instructor's requirements. 1. I will not divulge my username or password to anyone. 2. I, and only I, will post answers to the quizzes and the final exam using my username and password. 3. I, and only I, will take the on-line chapter quizzes and the final exam using my username and password. 4. I WILL NOT print all or any part of any question. 5. I will submit only my work. 6. I will complete each assignment individually. I did not receive unauthorized assistance when completing quiz or exam. 7. I have not acquired quiz or the final exam or other academic material from current or past students in this course. 8. I WILL NOT provide quiz or the comprehensive final exam material to other students in this course. I understand the penalty for violation of this code may include admonition, loss of privilege, probation, suspension, administrative withdrawal from the course, expulsion, and/or revocation or denial of degree.

DEPARTMENT AND UNIVERSITY POLICIES:

A WORD ON ACADEMIC MISCONDUCT:

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WORK FOR EACH OF THE QUIZ OR EXAM. In cases where the instructor believes that academic misconduct may have occurred, he reserves the right to require you take or retake any quiz or exam by coming to his office. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving help with your quiz or exam, is taken seriously and will be investigated. The minimum

penalty of an “F” in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University is possible.

Academic dishonesty includes cheating and plagiarism. The term “cheating” includes, but is not limited to, (1) use of unauthorized assistance in taking quiz or exam, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing paper, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term “plagiarism” includes, but is not limited to, the use, by paraphrase of direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

Penalties: If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred through the Department Chair to the Dean of Students for appropriate disciplinary action.

AMERICANS WITH DISABILITIES ACT: The College of Business Administration complies with the Americans With Disabilities Act in making reasonable accommodation for a qualified student with disabilities. If you have an established disability as defined in the Act and would like to request accommodation, please email me as soon as possible. Please note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have a question or if I can be of any assistance.

GRADE APPEALS: Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor’s department, or the equivalent administrative unit.

GRADE CHANGES: No grade, except I, may be removed from a student’s record once properly recorded.

Changes are not permitted after grades have been filed except to correct documented clerical error. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

AWARDING AND REMOVAL OF I: I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar's Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I form from the departmental secretary. The instructor then files the permit form in the Registrar's Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed on a year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

FINAL GRADES: your instructor will not post final grades. You can view the total points you have achieved in "my grade book" and calculate your percentage which will tell you what your grade will be. Do not call or stop by the department office to ask for your grade or email your instructor. Final grades will be mailed by the registrar's office.

See the exam schedule on below or on your WebCT Vista course homepage.

**QUIZ AND EXAM SCHEDULE
MKTG 4600.007: Retail Management - Spring Semester 2006**

Chapter	Pages	Text assignment	Exams / Practice Quizzes Available	Lesson Additional assignments will be shown on your homepage under <i>course content</i> link in WebCT for each lesson.	Exams are ONLY available between the times indicated below:
Syllabus		MKTG 4600.007	Syllabus Quiz - You will be banned from taking exams if you do not complete the syllabus quiz by 1/23; See the registrars office for drop information.	SQ	1/23 7:55 AM to 1/23 11:55 PM
PowerPoint SCM Presentation		SCM PPT		A	
1	1-34	An Overview of Retailing		B	

2	35-68	Retail Strategy: Creating the Competitive Advantage		C	
			EXAM 1	Lessons A, B, & C	2/13 7:55 AM to 2/13 11:55 PM
4	101-138	Understanding and Identifying the Customer		D	
5	141-188	Store Location and Site Evaluation		E	
6	189-226	Store Design and Layout		F	
			EXAM 2	Lessons D, E, & F	3/6 7:55 AM to 3/6 11:55 PM
8	269-302	Financial Analysis and Management		G	
9	305-346	Planning Merchandise Needs and Merchandise Budgets		H	
10	347-386	Assortment Planning, Buying, and Vendor Relations		I	
			EXAM 3	Lessons G, H, & I	4/3 7:55 AM to 4/3 11:55 PM
11	387-426	Pricing Merchandise		J	
12	429-466	Retail Advertising		K	
13	467-502	Retail Selling, Sales Promotion, and Publicity		L	
14	505-538	The Virtual Store and Retail Database Marketing		M	
EXAM 4 (Be sure you make advance plans! Please Notice Limited Exam Availability!)				Lessons J, K, L, & M	5/8 7:55 AM to 5/8 PM 11:55 PM
Final grades available on WebCT on May 11 TH					