Course Information | Instructor Information
--- | ---
Principles of Retailing (3 credit hours) Flex: 8 weeks | John Womble. BBA, MBA
Spring 2017 | Preferred Email: jwomble@dcccd.edu
MRKG 1302-33430 | Primary Telephone Contact: (972) 860-8230 (Adjunct Office)
On-Line/Distance Learning | Office Hours: On-Line or conference call by Appointment Only

Course Description

Introduction to the retailing environment and its relationship to consumer demographics, trends, and traditional/nontraditional retailing markets. The employment of retailing techniques and the factors that influence modern retailing. (3 Lec.)

Important Dates:
Class Starts: Monday, March 20, 2017
Class Ends: 12 Noon CST, Wednesday, May 10, 2017
Certification: Saturday, March 25, 2017
Last Day to Drop with W: Saturday, April 29, 2017

Required Materials Including Textbooks (include ISBN)

Required Materials:


Course Prerequisites
None

Disclaimer –
The instructor reserves the right to amend this syllabus as necessary.

The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, some of the following skills may be emphasized:

Texas Core Objectives for Student Learning

Students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. In this course, the following skills are in focus.

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication
INSERT TWO ADDITIONAL SKILLS AS IDENTIFIED BY YOUR COORDINATOR

3. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

5. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making

6. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**Student Learning Outcomes:**
1. Identify consumer segments, environmental trends and traditional/nontraditional retailing markets.
2. Explain the functions of retailing.
3. Describe effective retailing techniques

**Exams and Assignments:**
5 Unit Exams, each exam counts 100 points. Exams are comprised of multiple choice and short essay questions. You must complete the exam within the 1.5 hour time limit. If you are dropped off the internet, contact the instructor by email to reset the exam. Only three (3) resets are allowed for technical issues only.

**NOTE:** no exams or assignments can be reset during the last 48 hours of the semester.

**Written Case Assignments:**
There are 5 written case assignments taken from chapter materials and cases in the textbook to be submitted in SafeAssign in the Blackboard course site. The format is clearly explained in each assignment instructions. Points will be deducted for incorrect format, misspelled words, and errors in grammar, sentence structure, and word tense. These cases align with the five units of the text material.

**Special Research Project:**
The Special Project will consist of store visits and direct interviews with retail store owners, managers, or other store personnel. Specific instructions and questions will be given in the Special Project link in the BlackBoard site. Also, a written report will be submitted on the research findings. Proper format and grading rubric will be given in the Special Project link in the course site. This is the major semester project in the course and should be prepared in format and content at the highest college level work.

- **Evaluation Procedures:**
- **Assignment Rubric**
<table>
<thead>
<tr>
<th>Below Standard (0-16)</th>
<th>At Standard (14-17)</th>
<th>High Standard (18-20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers an answer but might only describe the element briefly. There may be analysis of effects, but it is vague and confusing.</td>
<td>Answer describes the elements and analyzes the effects of these elements. Might need to clarify the link between elements and effects. Overall significance may be unclear.</td>
<td>Answer describes the elements and analyzes the effects of these elements persuasively and moves toward a clear claim about their larger significance to the work.</td>
</tr>
<tr>
<td>Not organized. One topic does not flow into another.</td>
<td>Organized but missing some parts of the essay. Paragraphs or ideas do not flow easily from idea to another. Questions answered, but not all of them.</td>
<td>Very organized. Paragraphs and ideas flow from one to another. All questions thought out and answered in the essay.</td>
</tr>
<tr>
<td>Many spelling and mechanical errors.</td>
<td>More than one spelling error. More than one grammatical and/or mechanical error.</td>
<td>No spelling errors. No grammatical and/or mechanical errors.</td>
</tr>
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**Grading Scale: Grading Scale**  
Your grade will be based on the following point system:

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<tbody>
<tr>
<td>5 Unit Exams</td>
<td>100 points each</td>
<td>500</td>
</tr>
<tr>
<td>5 Written Case Assignments</td>
<td>100 points each</td>
<td>500</td>
</tr>
<tr>
<td>Special Project</td>
<td>100 points</td>
<td>100</td>
</tr>
<tr>
<td>Discussion Boards 1 and 5</td>
<td>10 points each</td>
<td>20</td>
</tr>
<tr>
<td>Discussion Boards 2-4</td>
<td>25 Points each</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>1195 POSSIBLE POINTS</strong></td>
</tr>
</tbody>
</table>

**GRADING SCALE:**

- The final grade will be calculated as follows:
  1075 - 1195 = A
  956 - 1074 = B
  836 - 955 = C
  717 - 835 = D
  716 or less = F

**Stop Before you Drop**  
For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop.

You may drop no more than six courses during your entire undergraduate career unless the drop qualifies as an exception.
Your campus counseling/advising center will give you more information on the allowable exceptions.

Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access:  
http://www.dcccd.edu/Why/Reg/Registration/Pages/default.aspx

Withdrawal Policy  
\(\text{insert drop date}\)  
If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by (Saturday, April 29, 2017). Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. See institutional policies for additional information on withdrawals.

Attendance Policy  
This is an internet course with no regular classroom time, however, students are encouraged to follow the recommended work schedule in this syllabus

Emergency Closings  
Students and Faculty are alerted to campus closings by the DCCCD emergency phone message system and announcements posted on the DCCCD website.

Classroom Policies:

ALL WORK MUST BE SUBMITTED NO LATER THAN Wednesday, May 10, 2017, AT 12 NOON CST. NO WORK SUBMITTED AFTER THIS DAY AND TIME WILL BE GRADED.

WITHDRAWING: If you are unable to complete this course, you must formally withdraw by . Withdrawing from this course is a formal procedure you must initiate. If you choose not to finish the course and do not withdraw, you will receive a performance grade of "F". Before you make the decision to drop this course, you should contact the instructor by email at jwomble@dcccd.edu or phone at 214-498-0655. Students sometimes drop a course when help is available that would enable them to continue. I hope you will discuss any plans with the instructor if you feel the need to withdraw from this course.

INCOMPLETE GRADE: Incomplete or "I" grades are NOT automatically given in this class and are at the sole discretion of the instructor. A student wanting to request an "I" grade must formally request it in writing (email is acceptable) to the instructor, A MINIMUM OF 14 DAYS PRIOR TO THE END OF THE SEMESTER. To even be considered for an incomplete the student must have completed AT LEAST 50% of the total coursework (50% of exams, 50% of cases, 50% of Discussion Boards, 50% of Manager Interview Project) AND have a written medical excuse or verifiable extenuating circumstances submitted in document form acceptable to the instructor. The instructor has the sole discretion in accepting request documentation.
ACCEPTABLE WRITING: Effective written communication skills are essential for success in this class. Accuracy, clarity, grammar, spelling, punctuation, and presentation will be included in the evaluation of all assignments, and tests and are included in the grading rubric. If points are deducted from your assignment, feel free to contact the instructor via email for an explanation. Assignment grades will be posted 24 to 48 hours after receipt. Assignments turned in after Noon on Fridays may not be graded until the following Monday. You may see comments on the posted grade in the MyGrades section.

DOING YOUR OWN WORK: your online work must be completed independently. You may not collaborate on assignments or tests. If duplicate work is found, students will be given a score of zero on the first offense and will fail the course on the second offense. Remember, that simply making minor word changes does not make the work your own. Be advised that as you submit (attach) your assignments in SafeAssign, it is checking your work against other students and the internet and preparing a report to the instructor on the percentage of your work that duplicates another source.

Please note that any violation of the Student Code of Conduct will be penalized accordingly. All matters of academic dishonesty (plagiarism, collusion, fabrication, cheating, etc.) will result in a failing grade for the assignment in question. All violations will be forwarded to the proper college authorities for review. The college may, at its discretion, impose additional penalties on the student including academic probation, suspension, or expulsion.

EXAMS: Once a test has been started, you must finish the entire test within the time limit. If you are knocked off line while taking the test, contact me and I will make arrangements for you to complete the test again. However the questions are completely random, so if you access the test again, the questions you get will be different. It is your responsibility to access stable and reliable internet service.

DISCUSSION BOARDS: It is expected that you will use common courtesy when posting responses to the Discussion Board. Evidence of meaningful interaction with your classmates on the Discussion Board with thorough and well-thought out responses is required. See the Evaluation for Final Grade section of the syllabus for specifics on how Discussion Boards will be graded.

CONTACTING THE INSTRUCTOR: the best way to contact me is by email. I check emails regularly during the day except on weekends. You can expect me to respond to emails within 24 to 48 hours. If you email me over the weekend you may not get a response until Monday. If you need to counsel with me by phone, email me a request for a conference call and we will arrange a time.

It is HIGHLY RECOMMENDED that you follow the week by week course outline and complete and submit assignments and tests as scheduled. Students who follow the suggested work schedule generally make higher grades in the course.

SUGGESTED COURSE WORK SCHEDULE: For maximum success in this course you should spend a minimum of 9 hours per week working on course material. THIS IS A SUGGESTED WORK SCHEDULE ONLY, THESE ARE NOT MANADATORY DUE DATES. THERE IS ONLY ONE DUE DATE,
THE COURSE DEADLINE OF 12 NOON CST, WEDNESDAY, MAY 10, 2017. NO WORK SUBMITTED AFTER THIS DAY AND TIME WILL BE GRADED.

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<thead>
<tr>
<th>Week</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Read chapters 1 &amp; 2; Discussion Board #1; Complete Course Contract and Syllabus Quiz; Begin planning your Retail Research Project</td>
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<tr>
<td>Week 2</td>
<td>Read Chapters 3, 4, &amp; 5; Unit Exam 1 (1-4); Case #1; Discussion Board #2</td>
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<tr>
<td>Week 3</td>
<td>Read Chapters 6, 7, &amp; 8; Case #2; Discussion Board #2; Research Store #1</td>
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<tr>
<td>Week 4</td>
<td>Read Chapters 9 &amp; 10; Case #3; Research Store #2</td>
</tr>
<tr>
<td>Week 5</td>
<td>Read Chapters 11, 12, &amp; 13; Unit Exam #3</td>
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<tr>
<td>Week 6</td>
<td>Read Chapters 14, 15, &amp; 16; Case #4; Discussion Board #4; Unit Exam #4</td>
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<tr>
<td>Week 7</td>
<td>Read Chapters 17 &amp; 18; Case #5; Unit Exam #5</td>
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<tr>
<td>Week 8</td>
<td>Discussion Board #5; Submit your Retail Research Report if you have not already done so.</td>
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QUALITY ENHANCEMENT PLAN
Cedar Valley College's Quality Enhancement Plan is designed to improve student learning in mathematics. Read more about our QEP at: http://www.cedarvalleycollege.edu/QEP/default.aspx

INSTITUTIONAL POLICIES

Academic Advising

Academic Advising is a collaborative educational process whereby students and their advisors are partners in meeting the students' academic, personal, and career goals. This partnership is a process that is built over the student’s entire educational career at Cedar Valley College.

Educational planning is available to all students. First time in college students must meet with academic advisors prior to enrolling in classes; however, continuing students may choose to
see faculty advisors, faculty counselors, and/or program coordinators after classes begin. All parties have clear responsibilities for ensuring a successful partnership. For more information, you may access:
https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf

Academic Honesty
Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

ADA Statement
If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 972-860-8119.

Emergency Alert
Sign up for DCCCD Emergency Alerts to receive a text-message, e-mail and/or phone call when there is an unscheduled evacuation or closure of a DCCCD campus or office because of weather closures, utility outages, police or other emergencies. Subscribing is free, but standard text message charges from your cell phone provider will apply. Please refer to:
http://www.dcccd.edu/SS/OnlineSvs/EmergAlerts/Pages/default.aspx

Financial Aid
Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

Health Center Services
Basic first aid for minor cuts, scrapes, insect stings, and heat, etc.
- Over-the-counter medications for headaches, fever, seasonal allergies, and colds
- Over-the-counter medications for mild allergic reactions
- Emergency sanitary pads
- Blood Pressure check
- Coordination with outside health agencies such as Carter Blood Care; Dallas County Health Dept. (HIV/STD testing--free, twice a semester); UT Southwestern mobile mammography; Immunizations once a month for children <19 y.o. from the DCDHHS; Agape Massage; and Employee Wellness Screening
- Rest area for stress relief, migraine headaches, post seizure activity
- AED (Automatic External Defibrillator) for CPR
- Student Health101, e-magazine
  http://readsh101.com/go2cedarvalleycollege.html
- Confidential "talks"
• Assists with health related club activities when asked and time permits

Honors Credit Availability (if applicable)  You can earn Honors Credit in this course that will show the completion of an Honors Course on your transcript. Honors credit is important in transfer evaluation for graduation with both Associates and Bachelor degrees with honors. To gain Honors credit for this course you will need to:

1. Demonstrate advanced writing skills through synthesis and original thought in expanded writing projects, research papers, and critical essays. This will entail a minimum of ten pages of writing. You will be asked to read primary sources readings besides the textbook
2. Participate in an outside class activity by attending a lecture, exhibit or program outside of the class activities
3. You will practice your oral presentation skills with a 10-minute presentation to the class about a topic that you have researched

To qualify for Honors credit, you must sign an Honors Contract at the beginning of the semester. Meet with me to design your program and complete the contract form by (Insert appropriate dates for current semester) in order to meet the (Insert appropriate dates for current semester) deadline for submission of Honors Contracts for approval. Finally, you must earn an A or B in the course in order to receive Honors Credit.

Religious Holidays  Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.

Repeating this Course  Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the fall 2002 semester. More information is available at: http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx

Student Code of Conduct:  As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at: https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC
Tutoring Services: All students of CVC are eligible to receive tutoring services. Online tutoring is available only during the Tutoring Center's business hours. Students can email their inquiries to a CVC tutor at tutoringcenter@dcccd.edu and expect a response within 24 hours of normal Tutoring Center hours. Call 972-860-2974 to schedule a live online tutoring session with a tutor, or email tutoringcenter@dcccd.edu for an appointment.

The Tutoring Center's business hours are subject to change. Please call in advance to find out the hours of operation. You can also visit the Tutoring Center's website at http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx. The Tutoring Center is located in C206.

The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

Students with Disabilities:
If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please provide or request that the DSO send your accommodation letter to me as soon as possible (students are encouraged to contact DSO at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

Brookhaven 972-860-4673
A Note on Harassment, Discrimination and Sexual Misconduct

We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence, stalking), retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your College Title IX Coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety.

We are concerned about the well-being and development of our students, and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If students wish to keep the information confidential, please contact the college Counseling or Student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX Coordinator will contact the student and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX.

College Title IX Coordinators

<table>
<thead>
<tr>
<th>College</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookhaven</td>
<td>Terri Edrich</td>
<td><a href="mailto:TitleIX-BHC@dcccd.edu">TitleIX-BHC@dcccd.edu</a></td>
<td>972-860-4825</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>Grenna Rollings</td>
<td><a href="mailto:TitleIX-CVC@dcccd.edu">TitleIX-CVC@dcccd.edu</a></td>
<td>972-860-8181</td>
</tr>
<tr>
<td>Eastfield</td>
<td>Rachel Wolf</td>
<td><a href="mailto:TitleIX-EFC@dcccd.edu">TitleIX-EFC@dcccd.edu</a></td>
<td>972-860-7358</td>
</tr>
<tr>
<td>El Centro</td>
<td>Shanee’ Moore</td>
<td><a href="mailto:TitleIX-ECC@dcccd.edu">TitleIX-ECC@dcccd.edu</a></td>
<td>214-860-2138</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Regina Garner</td>
<td><a href="mailto:TitleIX-MVC@dcccd.edu">TitleIX-MVC@dcccd.edu</a></td>
<td>214-860-8561</td>
</tr>
<tr>
<td>North Lake</td>
<td>Rosemary Meredith(acting)</td>
<td><a href="mailto:TitleIX-NLC@dcccd.edu">TitleIX-NLC@dcccd.edu</a></td>
<td>972-860-3992</td>
</tr>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:TitleIX-RLC@dcccd.edu">TitleIX-RLC@dcccd.edu</a></td>
<td>972-238-6386</td>
</tr>
<tr>
<td>Dallas Colleges Online</td>
<td>Le’Kendra Higgs</td>
<td><a href="mailto:TitleIX-LEC@dcccd.edu">TitleIX-LEC@dcccd.edu</a></td>
<td>972-669-6672</td>
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District Title IX Coordinator

<table>
<thead>
<tr>
<th>Office of Institutional Equity</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td></td>
<td>LaShawn Grant</td>
<td><a href="mailto:TitleIX-District@dcccd.edu">TitleIX-District@dcccd.edu</a></td>
<td>214-378-1633</td>
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