



Course Syllabus

Course #: MRT 2130

Course Name: Retail Management

Division: Business Technologies

Class Days:

Class Time:

Location: Classroom:

Laboratory:

Credit Hours: 4

Contact Hours: 4

Lab Hours: 0

Lecture Hours: 4

Instructor: Joseph Barnett

Office Location:

Phone: 419-559-2364

Email Address:

Office Hours:

Division Office/Location: B 104

Division Fax: 419-334-9414

Full-time Contact Person:

Phone(s):

Course Description:

Functions and concepts of the retail organization. Policies and procedures in planning, pricing, layout, buying, and services. (Fall)

Prerequisite(s): None

Corequisite(s): None

Entry Level Skills and Knowledge:

Basic math and communication skills.

Required Texts, Supplies and Equipment:

RETAIL MANAGEMENT, TENTH EDITION by Berman and Evans
Published by Prentice-Hall.

Grading:

*Written Assignments at the End of Each Chapter	150 points
**Video Review, Summary, and Evaluation	250 points
<p>There are 24 videos on two (2) tapes which are to be viewed by all students doing an independent study. Each individual video after viewing must be:</p> <ol style="list-style-type: none"> 1. Summarized as to contents and messages communicated in a narrative paragraph format. 2. Explain how the information can be applied to the efficient and productive management of a retail business. 3. Explain why the principles and/or practices illustrated can improve management effectiveness. <p>These summaries will be due at quarterly intervals during the semester; they will be due week 4, week 8, week 12, and week 16. (Videos are in the LRC behind the desk.)</p>	
***Four (4) Exams @ 100 points	<u>400 points</u>
TOTAL POINTS	800 points

A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59

Learning Outcomes:

General Education

Technical

Upon completion of the course, the student should be able to:

1. Understand the characteristics and significance of retailing.
2. Be knowledgeable of the careers in retailing.
3. Examine the principles of retail strategy.
4. Be knowledgeable of the applications of retail strategy.
5. Relate the marketing concept to retailing.

Assessment of Student Learning:

See Course Requirements.

Plan of Work:

Session Week	Date	Activities
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***A WRITTEN RESPONSE TO EVEN NUMBERED DISCUSSION QUESTIONS IS TO BE COMPLETED AT THE END OF EACH WEEK FOR EACH CHAPTER; THIS IS TO BE TYPED AND TURNED IN TO THE INSTRUCTOR'S MAILBOX.**

1		Introduction; Chapter 1
2		Chapter 3
3		Chapter 4
4		Chapter 5; TEST 1 (Chapters 1, 3, 4, and 5)
5		Chapter 6
6		Chapter 7
7		Chapter 8
8		Chapter 9; TEST 2 (Chapters 6, 7, 8, and 9)
9		Chapter 10
10		Chapter 11
11		Chapter 13
12		Chapter 14; TEST 3 (Chapters 10, 11, 13, and 14)
13		Chapter 18
14		Chapter 19
15		Chapter 20; TEST 4 (Chapters 18, 19, and 20)
16		OPTIONAL FINAL EXAM

Course Requirements:

In this course, the student will complete a variety of activities designed to teach and evaluate the student's performance. Students are expected to work independently and to complete a number of written exercises within a timely manner. Students experiencing difficulties are urged to contact the instructor immediately.

Make-up Exams/Assignments will not be given unless the instructor is notified with a valid reason why the exam/assignment could not be completed on time.

All written assignments are to be word-processed. Students are expected to present professional and accurate material. Students are advised to use spell checkers, when available, and proofread their work.

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Policies

Course Withdrawing: If for any reason you need to withdraw from this course, be certain that you do so according to College procedure. It is your responsibility to know and follow this procedure. If you simply stop coming to class, without officially withdrawing from the course, your grade is an automatic “F.” Please follow official College procedure for withdrawing from this or any course.

College Academic Policies are located in the College Catalog. A copy of the current catalog may be picked up in any of the division offices or admissions. The list of college policies is also available online at <https://www.terra.edu/register/Collegecat/policies.asp>.

Support Services: The College offers a number of support services to assist in your success in this course and all courses. Among these services are the Writing & Math Center in B105, the Office of Learning Support Services, which coordinates the campus disability services and tutoring programs, the computer labs, and the computers in the atriums.

Any student who feels he/she may need an accommodation based on the documentation of a disability should contact the Office of Learning Support Services privately to discuss his/her specific issues. Please contact the OLSS at (419) 334-8400 X 2208 or visit 100 Roy Klay Hall (Building A) to coordinate reasonable accommodations.

If you have a documented disability and are receiving academic accommodations through the Office of Learning Support Services, please schedule a meeting with your instructor in a timely manner so that we may discuss how these services will be arranged.

Tutoring services are available to students beginning the second week of every quarter. Students requesting tutoring services should obtain a tutor request form from the OLSS in 100 Roy Klay Hall (Building A) or online at the Terra website. Please note that instructor verification and acceptance of the Student Learner Agreement is necessary for all tutoring requests. All requests should be submitted to 100 Roy Klay Hall (Building A).