

University of Texas at Tyler
MARK 3325: Retailing in the 21th Century

PROFESSOR INFORMATION

Instructor: Dr. Zhi (Kacie) Pei

Office Location: COB 350.48

Office Hours: Zoom meeting by request or Mondays in my office 10:30-12/1-2:30

Email: ZPei@uttyler.edu (the best way to contact me)

Preferred Form of Communication: Email. **It is the responsibility of the student to regularly check the announcements and their Patriot e-mail account.**

***** Email subject should begin with "MARK 3325.001". Email with the right format can expect response within 24 hours*****

Important Covid-19 Information for Classrooms and Laboratories

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Instructors can ask students who do not comply with these requirements to leave class in the interest of everyone's health and safety. They may also report the incidences of non-compliance to the [Campus Assessment, Response, and Evaluation \(CARE\) Team](#). However, at no point should the instructor or other students put themselves into an unsafe situation while attempting to enforce the face-covering policy.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of

students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

COURSE INFORMATION

MARK 3325: Retailing in the 21th Century
1/11-5/1 2021, 3 Credit Hours
Delivery: Hybrid
Meeting Time: M/W 2:30-3:50pm

Materials – Textbook



Levy, Weitz, and Grewal (2019) Retailing Management, 10e, New York, NY: McGraw-Hill/Irwin.

Textbook: ISBN-13: 978-1260165586

Connect Access Card (mandatory): ISBN-13: 978-1260165531

Students mostly buy Connect Access Card only (the cost is about \$125 from McGraw Hill), which comes with a free e-book. Textbook ISBN is also provided above for students who prefer a hard copy textbook.

You may purchase earlier editions of textbook for budget consideration. However, chapters will differ and you will not have access to Connect where the assignments are located. You will be responsible to locate the updated information to complete your assignments, and take the exams.

Please click to the following connect link and enroll in our class connect

<https://connect.mheducation.com/class/p-zhi-spring-2021-makr-3325001>

and do connect assignments (you should sign up a McGraw Hill student account before doing this). Please follow the guidelines to enroll if you have any question

http://highered.mheducation.com/olc2/dl/866234/Connect_Student_Quick_Tips_0714.pdf

Course Description

This course is designed to prepare students for careers on both sides of the retailing field: merchandise buying and store management. It is also useful to those who will be involved as product sales representatives or other distribution positions.

Student Learning

- Students will demonstrate an understanding of retail management terminology, including types of retailers, merchandise management, store management and retail strategy.
- Students will analyze the retail strategy of a specific store (with multiple channels).
- Students will apply retail strategy concepts as they solve a retail problem or situation.
- Students will demonstrate project management skills as they work on a team project.
- Students will master Category Management areas including presentation development, basic industry knowledge, pricing analysis, and assortment analysis.

Student outcomes:

- Thorough knowledge of retailing principles demonstrated through course examinations and assignments.

Category Management Certification Programs

This course is proudly certified by the Category Management Association. This certification program aims to solidify category knowledge and lay the foundation for success in the category management field by emphasizing industry knowledge, history, and basic data analysis.

These modules provide students with additional identifiable skills which add value to their degree plan and are highly sought after by employers. While each module in the program costs in excess of \$125.00, students have been provided a scholarship through the College of Business and Technology which provides them access at **NO CHARGE!**

CPCA's develop the skills and category expertise to establish themselves as front-line resources for retailers and manufacturers. At this level, certified professionals will have worked with retail point-of-sale (POS) and syndicated scanner data. CPCA's will have examined pricing, promotion and assortment analysis and explored space planning software and relational databases. Career options benefiting from CPCA knowledge include (but are not limited to); sales, business unit assistants and managers, category development managers, customer managers, retail and insights analysts. For more information, you can visit Category Management Association at <http://www.catman.global/certification/certification-overview>.

Four modules covered in this course:

- Presentation Development
- Basic Industry Knowledge
- Pricing Analysis
- Assortment Analysis

How to pass modules?

Students are required to take the modules at <https://LE.mlearning.com>, including a pre-test, a content module, and a post-test. Once a post-test score is more than 80%, students will obtain a certificate of completion for each module. Students can retake the post-test when they cannot pass 80% at the first round. You receive full credit (30pts each) as your class grade with a passing post-test grade 80% or higher.

COURSE REQUIREMENTS**Grading**

Total Points Possible for Semester = 600 pts

90% - 100%= A
80% - 89.9% = B
70% - 79.9%= C
60% - 69.9%= D
0 – 60% = F

Weights for Assessment	
Self-Introduction sheet with photo	20 pts
Connect homework (10 pts per chapter)	150 pts
4 CPCA modules (30 pts each)	120 pts
2 Case studies (40 pts each)	80 pts
2 McGraw Hill games (40 pts each)	80 pts
3 Exams (50 pts each)	150 pts
Total	600 pts

Canvas Self-Introduction

Please post self-introduction in Canvas by Jan 17. The self-introduction may include but not limited to, your name, where you are from, your academic plans and goals, hobbies and personal interests, and don't forget to attach a picture of yourself. I look forward to knowing each of you!

Connect homework

You are required to do online connect homework for 15 chapters in the textbook. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades. The questions will adjust to the level of difficulty needed.

Assessment Method: Connect homework are objective-formatted questions. Your points are weighted to 10 points per chapter or 150 pts total. You will receive your grades immediately right after the completion of each assignment.

Tips for success: Meeting the deadline is extremely important. If you finish these homework on time, your homework grade is 100%. Otherwise, your grade will be partial or even ZERO depending on the time you start and finish. In other words, the deadlines are firm. DO NOT ask for homework make-up because these connect homework are open for the whole semester. But your grade will be ZERO if you cannot meet the deadline.

- Section I: Chapter 1-4. Deadline: 2/7 11:59pm.
- Section II: Chapter 5, 7, 9, 10. Deadline: 3/7 11:59pm.
- Section III: Chapter 11-14. Deadline: 4/11 11:59pm.
- Section IV: Chapter 15-17. Deadline: 4/25 11:59pm.

CPCA Modules

Students are required to take FOUR modules for the Category Management Certification. For each module, students are required to take a pre-test, a content module, and a post-test, and PASS the post-test. Students can try the post-test two times to pass a corresponding module. Once the post-test score is higher than 80%, then a student will receive a certificate of completing successfully a corresponding module and receive full class grade credit (30 pts each and 120 pts total).

NOTE:

- A passing grade of 80% or higher is required to receive full credit (30 points), no partial grade will be offered.
- Module 1- Presentation Development.
- Module 2- Basic Industry Knowledge.
- Module 3- Pricing Analysis.
- Module 4- Assortment Analysis.
- **The deadline of all 4 modules is 4/23 11:59pm.** No late submission will be accepted.

Exams

All exams will be ONLINE. Each exam consists of 50 multiple-choice questions (worth 50 points each), with 80 minutes allowed to complete each exam. You will be taking online exam on Monday during the exam weeks (Week 4, 8, 12) and you have ONE ATTEMP to finish. It's being said, you need to finish it within 80 minutes after you start it. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and grounds for an F in the course. You will need to log into your Canvas account, find your course MARK 3325, and take the exam in the corresponding Module. **NO MAKE-UP EXAM** unless a document for an excuse is submitted to the instructor before the exam.

- Exam 1 (CH I-4) is on 2/1, Week 4;
- Exam 2 (CH 5,7,9,10) is on 3/1, Week 8;
- Exam 3 (CH 11-14) is on 4/5, Week 12

If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Cases

The purpose of doing case studies is to apply retailing knowledge to real-world scenarios. Two cases are posted in your course Canvas homepage → Case folder. Please submit your cases to Canvas corresponding submission folders.

- Case 1 deadline- 3/21 11:59pm
- Case 2 deadline- 4/25 11:59pm

Assessment Method: Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for specific grading criteria.

Regarding Team Cases:

- A final written submission should be in single space and no more than 2 pages.
- Your submission will be checked using Turnitin. No submission will be accepted for grading if the turnitin.com percentage is greater than 30%. For an “A” project, its turnitin must be less than 20%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.
- Remember, only one member from each group can submit the group paper to the Dropbox, otherwise the Turnitin score will be 100% and the consequence is that your paper will be graded as ZERO.

McGraw Hill games

Instructions will be announced and posted during the semester.

All works/exams must be completed on time. Late works will not be acceptable.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>

Tobacco Free Campus

UT Tyler is a Tobacco-Free University:

- All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community,

including students, faculty, staff, University affiliates, contractors, and visitors.

- Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.
- There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit <http://catalogs.uttyler.edu/en/UTTyler/HOP/Series-400-Business-Affairs/4-4-2-Tobacco-Free-Campus>
- If you would like to add more than the above information, or have any questions, feel free to contact Casey Heys by email at cheys@uttyler.edu or at extension 7391.

Campus Concealed Carry

In accordance with Senate Bill 11, The University of Texas System Board of Regents has mandated that The University of Texas at Tyler's Concealed Handguns on Campus Policy will go into effect August 01, 2016. All information associated with this policy can be found in the Handbook of Operating Procedures (HOP). Please note the following:

"We respect the right and privacy of students who are duly licensed to carry concealed weapon in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed." More information is available at: <http://www.uttyler.edu/about/campus-carry/index.php>

Academic Integrity

Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to <http://www.uttyler.edu/catalog/10-12/1491.htm> to review the Academic Standards of Conduct.

Academic Dishonesty

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Copyright Infringement

Unauthorized distribution of copyrighted material may subject students to civil and criminal penalties under the Federal Copyright law, 17 U.S.C. (See, <http://www.copyright.gov/title17/circ92.pdf>) Material subject to federal law includes, but is not limited to, printed materials, choreographic works, pantomimes,

pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work. It also includes computer software, computer programs, musical works, sound recordings, and videos and other audiovisual work. It is also a violation of federal copyright law for any of the above to be electronically distributed through peer to peer sharing, Students found in violation of the Federal Copyright law may also be subject to student disciplinary proceedings as described above.

For more information on what constitutes copyright infringement and penalties see The UT System's copyright information website at <http://www.uttyler.edu/ohr/hop/documents/2.3.2IntellectualProperty.pdf>

Makeup Exams:

Makeup exams will be given for documented excuses only, which are subject to the instructor's approval. Any request for a change resulting in an alternate time for an exam will need to be pre-approved prior to the exam in question. Make-up exams could be in an essay format and are considerably more difficult than the actual exam. The essay exam will be due at a time determined by the instructor and communicated to the student with the exam. Whenever possible every effort should be made to take the exam as scheduled.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid ^{SEP}

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped

at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Accommodation

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis.

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

SOCIAL SECURITY AND FERPA STATEMENT

It is the policy of the University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in

the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

COLLEGE OF BUSINESS STATEMENT OF ETHICS

The ethical problems facing local, national and global business communities are an ever- increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

TECHNICAL INFORMATION

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

Plug-ins and Helper Applications

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

- **Adobe Reader** allows you to view, save, and print Portable Document Format (PDF) files. <http://get.adobe.com/reader/>
- **Java Runtime Environment (JRE)** allows you to use interactive tools on the web. <http://www.java.com/en/download/>
- **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. <http://get.adobe.com/flashplayer/>
- **QuickTime** allows users to play back audio and video files. <http://www.apple.com/quicktime/download/>
- **Windows Media Player** allows you to view, listen and download streaming video and audio <http://windows.microsoft.com/en-US/windows/products/windows-media-player>

COURSE AND UNIVERSITY PROCEDURES/POLICIES**Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

COURSE TENTATIVE OUTLINE/DEADLINES

Spring 2021	Contents	Homework to be completed
Week 1	Chapter 1	Self-introduction sheet Connect homework 1
Week 2	Chapter 2	Connect homework 2
Week 3	Chapter 3	Connect homework 3
Week 4 (2/1-7)	Chapter 4 Exam 1	Connect homework 4 Exam 1
Week 5	Chapter 5	Connect homework 5
Week 6	Chapter 7	Connect homework 7
Week 7	Chapter 9	Connect homework 9
Week 8 (3/1-7)	Chapter 10 Exam 2	Connect homework 10 Exam 2
3/8-14	Spring Break, not included in regular 15 semester weeks	
Week 9	Chapter 11	Connect homework 11 Case 1
Week 10	Chapter 12	Connect homework 12
Week 11	Chapter 13	Connect homework 13
Week 12 (4/5-11)	Chapter 14 Exam 3	Connect homework 14 Exam 3
Week 13	Chapter 15	Connect homework 15
Week 14	Chapter 16 & 17	CPCA modules Connect homework 16 & 17 Case 2
☺ Enjoy your summer break ☺		

Rubric for MARK 3325 Project

Criteria	1 70%-80%	2 80%-90%	3 90%-100%
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated
Research	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
Incorporates marketing terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.
Writing style	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.