

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:** by request

**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\*\*\***

**UNIVERSITY COVID GUIDANCE**

*Information for Classrooms and Laboratories:* Students are ***strongly encouraged*** to wear face masks covering their nose and mouth in public settings (including classrooms and laboratories). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code \(Links to an external site.\)](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff. Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature should stay at home and notify their faculty. 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](mailto:saroffice@uttyler.edu).

**COURSE INFORMATION**

MARK 3325: Retailing in the 21th Century

8/23-12/11 2021, 3 Credit Hours

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# 9781264302437 (\$93.75 net discount price)

Students mostly buy Connect Access Card only, which comes with a free e-book. You can buy the card either from bookstore or directly from McGraw Hill. As long as you register in this class, you can get the above discount price.

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

<https://connect.mheducation.com/class/z-pei-fall-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](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 Certified 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.

### **Anything to submit to Canvas? –NO**

After passing the modules from <https://LE.mlearning.com>, your job is done. No submission is needed. Your Canvas CPCA grade will be updated after the deadline of the assignment.

## **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	
Attendance	50 pts
Self-Introduction sheet with photo	10 pts
Connect homework (10 pts per chapter)	150 pts
4 CPCA modules (30 pts each)	120 pts
McGraw Hill game	40 pts
3 Exams (100 pts each)	300 pts
Project written plan	200 pts
Project presentation	100 pts
Retail Strategy Presentation	30 pts
Total	1000 pts

### Attendance

Class attendance and participation is an individual student responsibility. Students taking traditional face-to-face courses are expected to attend class and to complete all assignments by stated due dates. To be considered for an excused absence the student must notify the professor in writing (e-mail) prior to the day of absence. The student is responsible for providing documentation substantiating the reason for the absence. This documentation must be provided within three business days of the last date of the absence. Absence documentation may include, but is not limited to, the following: A medical confirmation note from the student's medical provider; documentation regarding the scheduling of legal or governmental proceedings that require a student's presence and that cannot be rescheduled.

### Canvas Self-Introduction

**Please post self-introduction in Canvas by Aug 29.** 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: 9/19 11:59pm.
- Section II: Chapter 5, 7, 9, 10. Deadline: 10/17 11:59pm.
- Section III: Chapter 11-14. Deadline: 11/14 11:59pm.
- Section IV: Chapter 15-17. Deadline: 12/5 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 10/17 11:59pm.** No late submission will be accepted.

### Exams

All exams will be ONLINE. Each exam consists of 50 multiple-choice questions, with 80 minutes allowed to complete each exam. You will be taking online exam on Wednesdays 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 9/15, Week 4;
- Exam 2 (CH 5,7,9,10) is on 10/13, Week 8;
- Exam 3 (CH 11-14) is on 11/10, 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.

### McGraw Hill Pricing Game

McGraw Hill pricing game allows students to simulate the sales and profit effects of pricing by controlling internal, retailer, and competitive actions. Students can earn up to 40 points by playing this game. Deadline: 10/27

## Project

Students will be doing a semester long project covering the most important contents we learn in class. The whole project is worth 30% or 300 points, including 200 points on written report and 100 points on presentation. Students will work in groups to create a written retail plan for a retailer. Project instructions will be provided in Canvas project folder. Professor will lecture/discuss first the theory of each part to show how create a plan that can be successful. By doing this project, students are able to understand and apply retailing knowledge in general, develop leadership skills, problem solving skills, and make business decisions.

Group meeting times will be assigned in class or on calendar. Group members make a decision on how to cooperate on the project. Each group member should contribute equally. Group members can email professor and file for complaints if any member does not make his/her contribution. If more than 2 members complain the same person, this person will either receive at least 30% penalty or be removed out of the group.

A final written submission should be in Times New Roman, font 12, and double space. Your submission will be checked by 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, otherwise the Turnitin score will be 100% and the consequence is that your paper will be graded as ZERO.

**Important:** You are responsible for any work submitted with your name on it. Therefore, if one of your group members decides to plagiarize, it will impact on the whole group. Unless the person who plagiarized comes forward and takes full responsibility, everyone could receive a sanction. When you start a project, make sure everyone in the group understands what academic integrity is and how to avoid plagiarism (or academic dishonesty in general). As you are working, if you notice that someone's contributions seems suspicious (for example, if the level of writing seems too sophisticated compared to previous work, if they haven't cited many sources, or if their sources don't match-up with what they're writing about), talk to your professor.

- Project presentation: Monday, 11/29
- Project submission deadline: Wednesday, 12/8

**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.

**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](mailto: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 

### **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](mailto: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](mailto: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

**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**

Fall 2021	Contents		Deadlines
<b>SECTION I THE WORLD OF RETAILING</b>			
Week 1	M	Syllabus	Self-introduction Deadline 8/29
	W	Introduction to retailing	
Week 2	M	Types of retailers; Omnichannel	
	W	<b>Project meet I:</b> discuss cooperation in detail; choose your project retailer and retail type; email me your retailer and retailer type by the end of the day	
Week 3	M	LABOR DAY- NO CLASS	
	W	Consumer Behavior	
Week 4 (9/13-19)	M	<b>Project meet II:</b> target market; email me your draft by the end of day for feedback	Connect set I 1-4 Deadline 9/19
	W	<b>Exam 1</b>	
<b>SECTION II RETAILING STRATEGY</b>			
Week 5	M	Retail Strategy	
	W	Retail Strategy Presentation (Zoom)	
Week 6	M	Retail Locations	
	W	<b>Project meet III:</b> retail strategy; email me your draft by the end of day for feedback	
Week 7	M	Supply Chain; CRM; Store Layout and Design	
	W	<b>Project meet IV:</b> Location/Layout and Design; email me your draft by the end of day for feedback	
Week 8 (10/11-17)	M	CPCA Modules	Connect set II 5,7,9,10 CPCA Deadline 10/17
	W	<b>Exam 2</b>	
<b>Section III MERCHANDISE MANAGEMENT</b>			
Week 9	M	Merchandise Planning	

	W	Merchandise Buying	
Week 10	M	Merchandise Pricing	
	W	McGraw Hill Pricing Game	Pricing Game deadline 10/27
Week 11	M	<b>Project meet V:</b> Merchandising; email me your draft by the end of day for feedback	
	W	Promotion	
Week 12 (11/8-14)		<b>Exam 3</b>	Connect set III 11-14 Deadline 11/14
<b>Section IV HUMAN RESOURCES AND STORE MANAGEMENT</b>			
Week 13	M	HRM & Customer Service/Guest Speaker	CPCA deadline 11/19
	W	<b>Project meet VI:</b> Promotion, Financial plan & HRM; email me your draft by the end of day for feedback	
Week 14 Thanksgiving Break- NO CLASS			
Week 15	M	Project presentation (in class)	Connect set IV 15-17 Deadline 12/5
Week 16		Revise and finalize your project	Project submission Deadline 12/8

### Rubric for MARK 3325 Project

Criteria	1 (<70%)	2 (70%-85%)	3 (85%-100%)
<b>Comprehensiveness</b>	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
<b>Research</b>	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.
<b>Incorporates marketing terms and concepts</b>	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.
<b>Writing style</b>	Many grammatical or spelling errors in the paper. Distinct	Generally well-written and edited so that the document “speaks with	Extremely well-written and edited. Team projects are written in

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	differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.
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