

Standard Course Outline

MKTG 310 – Retail Concepts and Policies

I. General Information

- Course number: 310
- Title: Retail Concepts and Policies
- Units: 3 credits
- Prerequisites: None
- Course Coordinator: Marketing Department Chair
- Date prepared/revised: 04/2020

II. Catalog Description

Overview of the retail system. Retail decision making emphasized in relation to the constantly changing situation facing all purveyors of goods and services. Emphasis on retail management in the dual worlds of physical and virtual stores. Letter grade only (A-F).

III. Curriculum Justification(s)

Retailing is a critical component of the economy of all countries. The trillions of dollars spent by consumers for goods and services are the foundation for employment, economic development and general state of the economy. Knowledge of the managerial aspects of this important industry is essential for someone who plans to be a marketing professional or be involved with a retail business.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** (a) Students will learn about this pillar of the economy and be able to analyze the impact of retail decisions on the economy and (b) Students will analyze retail situations by identifying and evaluating environmental factors.
- **Learning goals – Ethics:** Students will demonstrate that they are aware of the ethical and social responsibility issues in retailing.
- **Learning goals – Business Functions:** Students will learn the interconnectedness of retail decisions and the intricacies of a successful retail operation.
- **Learning goals – Domestic & Global Environment:** Students will recognize the important factors that drive retail decision making at all levels in the relevant business environment.

- **Learning goals – Quantitative and Technical Skills:** Students will learn the fundamentals of quantitative skills that are necessary for strategic and tactical retail decisions.

V. Outline of Subject Matter

This is a listing of the topics that must be covered in this course. It does not preclude other topics that are part of the international business area or the depth of some specific topics.

1. Retail Competitive Situation
2. In-store and Nonstore-based Strategies
3. Buyer Behavior
4. The Ethics of Retailing
5. Physical or Virtual Store Locations; Domestic and Global
6. Quantitative Analysis of Operations
7. Developing Merchandising Plans
8. Implementing Merchandising Plans
9. Communication with Customers and other Stakeholders
10. Control of the Retail Enterprise

VI. Methods of Instruction

A. INSTRUCTION MODE

- Traditional (Face-to-Face)
- Hybrid
- Local Online
- Distance Education

B. CLASSROOM ACTIVITIES

- This course is primarily a large lecture class. Instructors may choose to augment their lectures with individual or group projects.
- Examinations may use multiple choice questions, short answers, and/or essays.
- Additional Active Learning tasks that may also be used in the course include:
 - Individual participation and discussion.
 - Formal presentation of group work.
 - Exercises that include students actively working together outside of class on retail site visits, internet shopping site analysis, planned shopping centers evaluations, etc.

C. EXTENT AND NATURE OF TECHNOLOGY USE

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

There is no standardized text for MKTG 310. An examples of an appropriate text is:

- Berman and Evans (2009), Retail Management: A Strategic Approach (11th Edition), Prentice Hall.

VIII. Instructional Policies Requirements

A. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g. pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
- It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

B. Policy on Make-up Exams and Assignments:

The instructor develops his or her own policy.

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.

- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Grading Policies and Procedures

Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade. See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

IX. Disabilities

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)