**Methods of Evaluation & Grading System**

**MARK 3325.001 – Retailing in the 21st Century**

**Course Requirements**

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| **Item** | **Date** | **Weight** |
| **Exams** |  | **240 pts. (48%)** |
| Exam I | Week 6 | 80 pts. (15%) |
| Exam II | Week 11 | 80 pts. (15%) |
| Exam III | Thursday, April 30 @ 12:00 (noon) central time.  | 80 pts. (15%) |
| **Retailer Group Project** Retailer Selection Criteria Assignment 3Assignment 6 Report | As AsssignedWeek 3 Week 9 Week 13  | **140 pts. (28%)** 20 pts. (4%) 20 pts. (4%) 100 pts.(20%)  |
| **Course Involvement/ Assignments** Assignment 1 – Online Module 1 Assignment 2 – Online Module 2Assignment 4 Assignment 5Assignment 7– Online Module 5Assignment 8 – Online Module 3 | Ongoing and as assigned Week 1 Week 2 Week 5 Week 5 Week 11 Week 12  | **120 pts.** **(24%)**20 pts. (4%) 20 pts. (4%) 20 pts. (4%) 20 pts. (4%) 20 pts. (4%) 20 pts. (4%)  |
| **TOTAL** |  | **500 pts. (100%)** |

**Grading Scale**

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| --- | --- |
| **Letter Grade** | **Convergent Range** |
| A | 90% - |
| B | 80 – 89% |
| C | 70 – 79% |
| D | 60 – 69% |
| F | 0 – 59% |

## COURSE OUTLINE

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| **Week** |  | **Topics** | **Readings/Assignments** |
| 1 | 25/27-Aug | Introduction***Assignment 1 Basic Industry Knowledge*** | Ch 1. Introduction to the World of Retailing, terms and acronyms***Due: 09/01***  |
| 2 | 1/3 - Sep | Retail industry ***Assignment 2 Category Management History and Processes Module*** | Ch 2. Types of Retailers and Category Management in the Retail Environment ***Due: 09/08*** |
| 3 | 8/10 - Sep |  Multichannel Retailing***Assignment 3*** | Ch 3. Multichannel Retailing changing dynamics and trends ***Due: 09/15*** |
| 4 | 15/17 - Sep | Customer Behavior  | Ch 4. Customer Buying Behaviorincluding current trends and data |
| 5 | 22/24 - Sep | Customer Service ***Assignment 4*** | Ch 18. Customer Service – Examining the competitive landscape  ***Due: 09/29*** |
| 6 | 29 Sep/ 01 Oct | Customer Relationship **Exam I: Chapters 1,2,3,4,18** | Ch. 11. Customer Relationship Mgt. ***Due 10/01*** |
| 7 | 6/8 - Oct | Store Management  ***Assignment 5*** | Ch 16.- Managing the Store  ***Due: 10/13***  |
| 8 | 13/15 - Oct | Retail strategy  | Ch 5.- Retail Market Strategy in depth review of Go to Market  |
| 9 | 20/22 - Oct | Retail Locations***Assignment 6*** | Ch 7.- Retail Locations ***Due: 10/27***  |
| 10 | 27/29 - Oct | Information Systems **Exam II: Chapters 5,7,11,16** | Ch 10. – Information Systems and Supply Chain ***Due: 10/29*** |
| 11 | 3/5 - Nov | Merchandise Planning***Assignment 7 Category Management Assortment Analysis*** | Ch 12. Managing the Merchandise Planning Process Category Management Integration  ***Due 11/10***  |
| 12 | 10/12 - Nov | Retail Pricing***Assignment 8 Category Management Pricing Analysis***  | Ch 14. Retail Pricing and Category Management Information Processing ***Due 11/17***  |
| 13 | 17/19 - Nov | Buying Merchandise ***Final Project Turn-in*** | Ch 13. Buying Merchandise  ***Due: 11/19*** |
| 14 | 23/28 - Nov | **Thanksgiving Break** | **Thanksgiving Break** |
| 15 | 1/3 - Dec | Retail Merchandising | Ch 17.- Store Layout, Design, and Visual Merchandising |
| 16 | TBD | **FINAL EXAM: Ch 10,12,13,14,17**  |  |

**NOTE: *The instructor reserves the right to alter this schedule if necessary. Students will be notified of changes in advance, whenever possible.***

**Exams:** Each exam has 40 multiple choice questions. You are permitted to use your notes and/or textbook, but you only have 45 minutes to complete the exam once you begin, so be sure you are prepared. You are NOT permitted to copy or screen capture any portion of the exam or discuss the exam with any other student. Any cheating will result in disciplinary actions.

**Retail Project:** You will be conducting a consulting project during this course, and will select your own consulting project from the list that is provided to you. This project can be completed individually or you may submit the assignment in groups of 2-3 students (you select your own group). Refer to the Retail Project Assignment Instructions on Blackboard.

**Category Management Online Modules:** Refer to assignment instructions posted in the Assignments section of Blackboard. You will need to demonstrate that you successfully completed the module by producing a copy of the certificate of completion from Learning Evolution. You will be provided the certificate if you achieved an 80% or higher score on the posttest. We will verify your score directly from Learning Evolutions. The TA for this course is responsible for all questions and grading of the Learning Evolutions modules and the TA can assist you in your completion of these assignments. If you still have questions or concerns after you have worked with my TA on these assignments, please contact me. You ARE permitted to work with other students to facilitate learning, however you must complete each assignment yourself.