

# Syllabus

## SST 2383 - Retail Merchandising / Buying & Pricing

**Instructor:**

Jo Ellen Jonsson

**Telephone:**

(801) 626-6179 (work)

(801) 540-5628 (cell)

**E-mail:**

Use the Vista e-mail system within the course, or

jjonsson@weber.edu

E-mails will be answered within a 1-2 day period

**Fax:**

(801) 626-7887

**Office Hours:**

After class or

Monday - Friday 9:00 am to 5:00 pm.

Please call for an appointment.

**Required Text:** Retailing Management by Levy and Weitz, Irwin/McGraw Hill, 2007 (6th edition).

SST 2383 Course Packet – by Jo Ellen Jonsson

**Objective and Goals:** This course will provide a foundation for those students who plan to work in retailing or related disciplines. We will critically analyze the retailing process, the environment which it operates in, and the functions that are performed. We will study extensively the six elements of the retail strategy.

These important elements include: merchandise assortment, pricing, communication mix, location, customer service and store layout.

**Evaluation:** There will be 4 exams, 10 case studies, 3 activities, 10 Virtual Business simulation sessions and 1 research project. (All due dates are listed on the course calendar.)

**Writing:** Students are expected to write clearly with spelling and grammar at a level appropriate for a college course. Spelling and grammar count! Remember, how you communicate (verbal or written) makes an impression. Please proofread your assignments before they are submitted.

**Grading: No late work!** I feel it is extremely important to learn how to meet deadlines. Therefore, unless it is a medical emergency, you will not receive points for late work. Watch the calendar carefully and make sure all assignments are turned in at the beginning of class on Friday. I know problems happen, so you are allowed to drop one assignment during the semester. (Except Assign. 13, 15 or Research Project!) If you complete all assignments you will have 20 points extra credit. I typically have assignments graded within 3 working days of the due date (excluding times I am out of town). You will find my comments next to your score under the "My Grades" tab. If you have any questions after you read the comments, please e-mail or call me.

\* Due Dates are also listed in Vista under the "Course Calendar" icon

**Grading Criteria:**

<p>Exams:</p> <table> <tr><td>Exam 1</td><td>100 pts.</td></tr> <tr><td>Exam 2</td><td>100 pts.</td></tr> <tr><td>Exam 3</td><td>100 pts.</td></tr> <tr><td>Exam 4</td><td><u>100 pts.</u></td></tr> <tr><td>Total</td><td><b>400 pts.</b></td></tr> </table>	Exam 1	100 pts.	Exam 2	100 pts.	Exam 3	100 pts.	Exam 4	<u>100 pts.</u>	Total	<b>400 pts.</b>	<p>Case Studies / Assignments</p> <table> <tr><td>11 at 20 pts. each</td><td>220 pts.</td></tr> <tr><td>1 at 50 pts. each</td><td>50 pts.</td></tr> <tr><td>1 Getting Started Quiz</td><td><u>10 pts.</u></td></tr> <tr><td>Total</td><td><b>280 pts.</b></td></tr> </table>	11 at 20 pts. each	220 pts.	1 at 50 pts. each	50 pts.	1 Getting Started Quiz	<u>10 pts.</u>	Total	<b>280 pts.</b>
Exam 1	100 pts.																		
Exam 2	100 pts.																		
Exam 3	100 pts.																		
Exam 4	<u>100 pts.</u>																		
Total	<b>400 pts.</b>																		
11 at 20 pts. each	220 pts.																		
1 at 50 pts. each	50 pts.																		
1 Getting Started Quiz	<u>10 pts.</u>																		
Total	<b>280 pts.</b>																		
<p>Research Project :</p> <p>Retail Store Project - Written 6-10 pages</p> <p>Total <b>200 pts.</b></p>	<p>Virtual Business Simulation:</p> <p>9 sessions at 10 pts each = 90 pts. Final session = 30 pts.</p> <p>Total <b>120 pts.</b></p> <p><b>Grand Total = 1,000 pts.</b></p>																		

**Grade Breakdown:**

930 - 1000 A	730 - 769 C
900 - 929 A-	700 - 729 C-
870 - 899 B+	670 - 699 D+
830 - 869 B	630 - 669 D
800 - 829 B-	600 - 629 D-
770 - 799 C+	0 - 599 E

**Ethical Conduct:** Any form of academic dishonesty (cheating, plagiarism, etc.) will not be tolerated. Proof of academic dishonesty will result in a failing grade (E) for the course.

WSU subscribes to TurnItIn.com, an electronic service that verifies the originality of student work. Enrollment in this course will require you to submit your Research Project to this plagiarism software this semester. Documents submitted to TurnItIn.com are retained, anonymously, in their databases. Continued enrollment in this course constitutes an understanding of and agreement with this policy.

**Disabilities:** Any student requiring accommodations or services due to a disability must contact Services for Students with Disabilities (SSD) in room 181 of the Student Services Center. SSD can also arrange to provide course materials (including the syllabus) in alternative formats if necessary. For more information about the SSD contact them at (801) 626-6413, [ssd@weber.edu](mailto:ssd@weber.edu), or <http://departments.weber.edu/ssd>.

<b><i>SST 2383 – Retail Merchandising</i></b> Spring '08 Calendar	
<b>Week 1: Jan. 9</b>	<b>Assignments</b>
<b>Module 1 :</b> <b>Chapter 1 - Introduction to the World of Retailing</b>  <i>Note: All assignments are due by Saturday at midnight each week.</i>	<b>Complete the "Getting Started Quiz." The 3rd row on the home page will not be released to you until you complete the quiz at 100%.</b>  <b>Read Chapter 1</b> <b>Case 1: Rain Forest Cafe ' (page 544)</b> <i>Note: Go to the "Module" icon on the homepage to view all of the information for each module and to submit your assignments.</i>  <b>Discussion Board Question #1 - access in Module 1</b>
<b>Week 2: Jan. 16</b>	
<b>Module 2:</b> <b>Chapter 2 - Types of Retailers</b>	<b>Read Chapter 2</b> <b>Case 2: Build-a-Bear (page 545)</b>
<b>Week 3: Jan. 23</b>	
<b>Module 3:</b> <b>Chapter 3 - Multi Channel</b>	<b>Read Chapter 3</b> <b>Case 3: WeddingChannel.com (page 545-546)</b>

<p><b>Retailing</b></p> <p><b>Module 4:</b> <b>Chapter 4 - Customer Buying Behavior</b></p>	<p><b>Discussion Board Question #2 - access in Module 3</b></p> <p><b>Read Chapter 4</b> <b>Introduction to the Retail Store Research Project</b></p>
<p><b>Week 4: Jan. 30</b></p>	
<p><b>Module 5:</b> <b>Chapter 5 - Retail Market Strategy</b></p> <p><b>Review and take Exam 1</b></p>	<p><b>Read Chapter 5</b></p> <p><b>Case 8: Competitive Environment in Teen Market</b></p> <p><b>Take Exam 1 on Chapters 1-5 in the WSU Testing Centers (50 multiple choice questions) 100 points possible</b> <b>*Exam 1 is available Jan. 28 - Feb. 4</b></p>
<p><b>Week 5: Feb. 6</b></p>	
<p><b>Module 6:</b> <b>Chapter 6 - Financial Strategy</b></p>	<p><b>Read Chapter 6</b> <b>Case 6: Dollar General and Family Dollar (548-549)</b></p>
<p><b>Week 6: Feb. 13</b></p>	
<p><b>Module 7 :</b> <b>Chapter 7 - Retail Locations</b></p> <p><b>Module 8:</b> <b>Chapter 8 - Site Selection</b></p>	<p><b>Read Chapter 7</b></p> <p><b>Read Chapter 8</b> <b>Case 12: Stephanie's Boutique (page 554)</b></p>
<p><b>Week 7: Feb. 20</b></p>	
<p><b>Module 9:</b> <b>Chapter 9 - Human Resource Management</b></p>	<p><b>Read Chapter 9</b> <b>Case 14: Avon Embraces Diversity (pages 562-563)</b></p> <p><b>Discussion Board Question #3 - access in Module 9</b></p> <p><b>Exam 2 Review</b></p>

<b>Week 8: Feb. 27</b>	
<b>Module 10: Chapter 10 - Information Systems and Supply Chain Management</b>	<b>Read Chapter 10</b>  <b>Take Exam 2 on Chapters 6-10 in the WSU Testing Center (50 multiple choice questions) 100 points possible</b> <b>*Exam 2 is available Feb. 25 - March 3</b>
<b>Week 9: March 5</b>	
<b>Chapter 11 Chapter 11 - Customer Relationship Management</b>  <b>Module 12: Chapter 12 - Planning Merchandise Assortments</b>  <b><u>*SPRING BREAK: March 10-14</u></b>	<b>Read Chapter 11</b> <b>Case 18: SaksFirst (page 566-567)</b>  <b>Read Chapter 12</b> <b>Internet Assignment - see Module 12</b>
<b>Week 10: March 19</b>	
<b>Module 13: Chapter 13 - Buying Systems</b>	<b>Read Chapter 13</b> <b>Assignment 13 - Buying and Distribution (access in Module 13)</b>  <b>Discussion Board Question #4 - access in Module 13</b>
<b>Week 11: March 26</b>	
<b>Module 14 Chapter 14 - Buying Merchandise</b>	<b>Read Chapter 14</b> <b>Work on Research Project</b>
<b>Week 12: Apr. 2</b>	
<b>Module 15: Chapter 15 - Pricing</b>	<b>Read Chapter 15</b> <b>Assignment: Pricing Problems - 50 points (Allow at least one hour to complete this assignment - link is in Module 15)</b>  <b>Discussion Board Question #5 - access in Module 15</b>  <b>Take Exam 3 on Chapters 11-15 in the WSU Testing Center (50 multiple choice questions)</b>

	<b>100 points possible</b> <b>*Exam 3 is available March 31 - April 7</b>
<b>Week 13: April 9</b>	
<b>Module 16</b> <b>Chapter 16 - Retail</b> <b>Communication Mix</b>	<b>Read Chapter 16</b> <b>Case 25: Promoting a Sale (pages 574-575)</b>
<b>Week 14: Apr. 16</b>	
<b>Module 17:</b> <b>Chapter 17 - Managing the Store</b>	<b>Read Chapter 17</b> <b>Case 27: Diamond in the Rough (page 576)</b>
<b>Module 18:</b> <b>Chapter 18 - Store Layout, Design</b> <b>&amp; Visual Merchandising</b>	<b>Discussion Board Question #6 - access in</b> <b>Module 17</b> <b>Read Chapter 18</b>
<b>Week 15: April 23</b>	
<b>Module 19:</b> <b>Chapter 19 - Customer Service</b>	<b>Read Chapter 19</b> <b>Exam 4 Review</b>
	<b>Research project DUE on April 23.</b> <b>No late work will be accepted!</b>
<b>Finals Week: April 26-May 1</b>	
<b>Research Project - See</b> <b>requirements in Module 4, 14 or</b> <b>the Research Project Module.</b>	<b>Take Exam 4 on Chapters 16-19 in the WSU</b> <b>Testing Center</b> <b>(50 multiple choice questions)</b> <b>100 points possible</b> <b>*Exam 4 is available April 23 - May 1</b>