Course Syllabus

LMKT 447 –Retail Management
3 Credit hours

I. COURSE DESCRIPTION

This course presents a detailed survey of all aspects of managing a retail operation. Topics include demand analysis, inventory planning and control, marketing mix development, and career opportunities.

Pre-requisites: MKT 130 Principles of Marketing

II. ACADEMIC MISSION

Oral Roberts University's academic mission is to transform students by the power of the Holy Spirit into whole, competent servant-leaders through liberal arts and professional education that is fully Christian. Within a Spirit-filled healing community, administration, faculty, and staff love and serve students by helping them grow in knowledge, skills, wisdom, character, and spirit.

Student transformation is measured through the evaluation of student expression of University learning outcomes as demonstrated through accompanying proficiencies and capacities.

Spiritually alive	Biblical knowledge; sensitivity to the Holy Spirit; evangelistic capability; ethical behavior
Intellectually alert	Critical thinking; information literacy; global and historical perspectives; aesthetic appreciation; intellectual creativity
Physically disciplined	Healthy lifestyle; physically active lifestyle
Socially adept	Communication skills; interpersonal skills; appreciation of cultural and linguistic differences; responsible citizenship; leadership capacity
Professionally competent	Discipline-specific proficiencies listed under Program Outcomes.

The last page of this syllabus, "COURSE INVENTORY for ORU's Course Objectives," indicates how this course supports ORU's academic mission and ORU's whole-person approach to learning outcomes.

III. PROGRAM OUTCOMES

This course supports the program outcomes of the Bachelor of Science degree in Business. An ORU College of Business graduate must acquire a skill set that enables him or her to successfully perform integrative tasks, including the following Program Outcomes this course supports, marked below in **bold text** and with an asterisk (*).

1. Demonstrates an understanding of definitions, terms, principles, generalizations, and theories in business [Technical Knowledge]
2. *Demonstrates effective oral communication skills in the context of business through formal or informal oral presentations and/or other business-related projects requiring oral communication. [Oral Communication]
3. ***Demonstrates effective written communication skills in the context of business through formal or informal written reports, papers, or other written business-related projects. [Written Communication]**
4. ***Demonstrates ability to collaborate as part of a team in order to solve business problems or achieve a common goal. [Teamwork]**
5. ***Demonstrates a basic knowledge and understanding of the core functional areas of business (i.e., accounting, marketing, management, finance, and economics) through a strategic analysis of a business or business problem. [Business Strategy and Synthesis]**
6. Identify appropriate business behaviors for Christian business practitioners. [Christian Worldview]
7. ***Incorporate marketing concepts (such as STP) through a company/organization/product analysis.**
8. Develop, analyze, and evaluate tactical and strategic marketing plans through implementation of marketing research and appropriate marketing tools, and asses marketing performance while being actively involved with local companies.

IV. COURSE GOALS
The purpose of this course is to enable students to gain a foundation for understanding retail and how it works in society.   Throughout this course, students will study the elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, merchandising, pricing, store management, store layout & design and customer service, both online and offline. Students will gain insight into retail decision-making strategies needed to satisfy customer needs in a rapidly changing and competitive environment.

V. COURSE OBJECTIVES
After successfully completing this course, I should be able to:
1. Discuss the impact of innovation and competition on retail institutions plus the influence of fashion, computers, and consumerism on global retailing.
2. Explain the structure of retailing by ownership, type of merchandise sold, and store versus non-store selling methods.
3. Explain the buying function.
4. Analyze the ways in which retailers communicate with customers.
5. Evaluate the importance of controls in a retail business.
6. Compare the nature and scope of retail decision making.

VI. TEXTBOOK AND OTHER LEARNING RESOURCES
Before you purchase your required textbook(s), click on the ORU Bookstore link to verify whether digital texts are provided as part of your Follett ACCESS course fee.

Required Materials
    Textbooks:

Lewis, R., & Dart, M. (2014). *The new rules of retail: Competing in the world's toughest marketplace*. New York: Palgrave Macmillan. [ISBN 978-1137279262]

Hsieh, T. (2013). *Delivering Happiness: A Path to Profits, Passion, and Purpose.* Business Plus. Grand Central Publishing. [ISBN 978-0446576222]

The ORU Bookstore carries print as well as eTexts of assigned textbooks.

    Other required materials:
        Assigned articles are available for download in each week's folder in D2L.

Optional Materials
    Articles: None

    Other:
        Rossman, J., Masters, R., Cancelosi, C., Miller, R., Weber, K., & Jones, T. (2016). *The Amazon way: 14 leadership principles behind the world's most disruptive company*. Clyde Hill, WA: Clyde Hill. [ISBN: 1499296770]

VII. POLICIES AND PROCEDURES
    A. **University Policies and Procedures**
        1. **Plagiarism:** The ORU Catalog explicitly addresses the issue of plagiarism. Make sure you know ORU's policy on plagiarism and what is considered plagiarism: https://goo.gl/iG7F4D
        2. **Privacy:** By law, students are entitled to privacy regarding their records. The Family Educational Rights and Privacy Act of 1974 (FERPA), as amended and available in the ORU University Catalog, sets forth requirements designed to protect the privacy of student education records. The law governs access to records maintained by educational institutions and the release of information from those records.
        3. **Whole Person Assessment Requirements:**
            a. Specify which, if any, Whole Person Assessment requirements there are for this course.
                None for this course.

    B. **School and/or Department Policies and Procedures**
        1. **Participation:** Participation in each online class through discussion forums, assignments, and all other course activities count as your attendance in the course. Lack of participation can reduce a student's grade or deny credit for the course.
        2. **Class Assignments**
            a. Students need to have the appropriate textbooks, course materials, and other supplies as designated by the professor.
            b. Professors may refuse to accept an assignment if it has inappropriate content, does not meet the assignment's criteria (e.g., not typed, incorrectly documented), is incomplete, is suspected of plagiarism, or is turned in too late.
        3. **Late Work**
            a. The student is responsible for obtaining class assignments and materials, and all work is expected to be completed as scheduled. The professor may not accept late work, or it may result in a lower grade. Computer or Internet malfunctions do not constitute an excuse for late work; students should have their work prepared in time to ensure that they can get it

completed, edited, and proofread prior to the instructor's due date. These responsibilities assist the student in professional development.

b. Generally, assignments missed from a serious sickness or family crises can be made up and the instructor should be notified as soon as possible to reach an agreement on due dates and possible penalties. Each instructor has his or her own late-work policy. Instructors use their own judgment in accepting late work.

4. **Incompletes**
On rare occasions, the grade of "I" may be given for work that is incomplete at the time grades are given. It is given only after the instructor and the department chair or college dean approve a petition submitted by the student that his or her work is incomplete for good cause. Good cause typically consists of a catastrophic event in which the student is prevented from completing the course requirements. It is the responsibility of the student to initiate the petition through http://petitions.oru.edu, make up any incomplete work, and ask the instructor to submit a grade change to the registrar. If the work is not completed by the end of the subsequent session, the incomplete will automatically convert to an "F." For graduating seniors, the degree will be awarded in the term that the student completes his or her course work, not the final term of enrollment.

5. **Citations**
Textbook(s) and materials for the course are listed using standard citation style (APA, MLA, Chicago, Turabian, etc.). Since other styles may be used in disciplines other than the one used in this course or school, the ORU Citing and Documenting Sources pages offer a collection of styles students may choose from. This course asks that students be consistent in whatever style they use throughout the course.

C. **Online Programs Policies and Procedures**
1. **Communicating with your Instructor:** All email communication between students and faculty will be through their ORU.edu emails.
2. **Learning Community:** Online learning community is established through active participation in the threaded weekly discussions. The mutual exchange of ideas, information, and experiences is an essential part of the learning process, and students are encouraged to use the discussion forum as virtual classroom platform.
3. **ADA and Students with Disabilities:**
    *   Click here (http://www.brightspace.com/about/accessibility/) to view Desire2Learn's "Accessibility Resources for Students with Disabilities."
    *   Students requiring Disability Services from ORU, please click here: https://goo.gl/QGoK4x
    *   Desire2Learn (D2L) Accessibility Guidelines and Checklist: https://goo.gl/Ck4RwY
    *   D2L Accessibility Policy: https://www.d2l.com/accessibility/
4. **Useful Links for Online Students:**
    *   Student Learning Glossary
    *   Library: http://library.oru.edu.
    *   D2L Helpdesk: d2lhelp@oru.edu
    *   I.T. Student Helpdesk: studenthelpdesk@oru.edu
    *   Netiquette and Online Discussions: https://goo.gl/f744AY
    *   Contact the University: please fill out this online form. Please first contact your instructor for assistance with any matter specific to the course.

D. **Course Policies and Procedures**
1. **Evaluation Procedures:** The final grade will be based on forum discussions, projects, and a HubSpot Certification. The weight of each item is included in the Course Calendar. Extra credit items are not offered in this course

Grade Weight	Category
28%	Forum Discussions

72%   Projects

2. **Evaluation Procedure**
   A=90-100% B=80-89% C=70-79% D=60-69% F=59% and below.

3. **Other Policies and/or Procedures**
   None

VIII. COURSE CALENDAR

The Course Calendar shows the specific learning activities and assessments for this course, along with their respective grade weights. The far-right column lists the Course Objectives (CO) that support the corresponding Assessment in column 2. Further descriptions for activities and assessments are in their respective weeks in D2L. When applicable, † indicates this is a faith integration item tracked by the program.

Week 1	The Changing Landscape of Retail	Hours	Weight	CO
	Read/View/Listen (Ch.1 – Ch. 5) (New Rules)	4	--	--
	Forum 1a: Icebreaker Challenge – Who wants to be a Retailer?	3	2%	1, 6
	Forum 1b: Current Trends in Retail	3	2%	1,6
	Project 1a: Section I: Value Proposition	3	3%	1
	Project 1b: Retail Spotlight – Shopping Malls	4	5%	1, 6
Week 2	The New Rules of Retailing: Traditional v. Etailing	Hours	Weight	CO
	Read/View/Listen (Ch.6 – Ch.9) (New Rules)	4	--	--
	Forum 2: Online v. Traditional Shopping	4	4%	2
	Project 2a: Mystery Shopper Experiment	6	7%	2
	Project 2b: Retail Spotlight – Wal-Mart	4	5%	1, 2
Week 3	Mastering the Retail Model	Hours	Weight	CO
	Read/View/Listen (Ch. 10 – Ch.12) (New Rules)	4	--	--
	Forum 3: The E-Marketplace	4	4%	1,2
	Project 3a: Section II: The Business Model	4	3%	2,3
	Project 3b: Retail Spotlight – Amazon	4	5%	2,6
Week 4	Targeting Customers and Gathering Information	Hours	Weight	CO
	Read/View/Listen (Ch. 1 – Ch. 3) (Happiness)	4	--	--
	Forum 4: Social, Local, and Mobile Marketing	4	4%	1, 4
	Project 4a: Section III: Market Analysis	4	3%	1, 4
	Project 4b: Retail Spotlight – Target	4	5%	4,6
Week 5	Managing the Customer Experience	Hours	Weight	CO
	Read/View/Listen (Ch. 4 – Ch. 5) (Happiness)	4	--	--
	Forum 5: "GoMobile" Check-Out	4	4%	1
	Project 5a: Retail Focus Group	6	8%	4,5
	Project 5b: Retail Spotlight – Apple	4	5%	1
Week 6	Merchandising and Pricing Strategies	Hours	Weight	CO
	Read/View/Listen	4	--	--
	Forum 6: The Retail Marketing Mix	4	4%	2,3,5,6
	Project 6a: Section IV and V: Marketing, Sales, and Technology Analysis	4	5%	1,2,3,5,6
	Project 6b: Retail Spotlight – Alibaba.com	4	5%	2,3
Week 7	Future Predictions in Retail	Hours	Weight	CO
	Read/View/Listen (Ch. 6 – Ch. 7) (Happiness)	4	--	--
	Forum 7: The Future of Retail	4	4%	1
	Project 7a: Sections VI and VII: Products, Services, and Financials	4	3%	1,6
	Project 7b: Retail Business Plan & Presentation	6	10%	1,6
Course Total	Total estimated hours based upon an average of 16 hours per week for 7 weeks	119	100%	

IX. COURSE INVENTORY
For ORU's Course Objectives

LMKT 447

This course contributes to the ORU course objectives as indicated below:
Significant Contribution – Addresses the outcome directly and includes targeted assessment.
Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.
Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.
No Contribution – Does not address the outcome.

ORU defines each outcome and proficiencies/capacities listed below in this Gen Ed Outcomes paper.

	OUTCOMES & Proficiencies/Capacities	Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	**Outcome #1 – Spiritually Alive**				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical Behavior	X			
2	**Outcome #2 – Intellectually Alert**				
2A	Critical thinking	X			
2B	Analytical Problem Solving		X		
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation		X		
2E	Intellectual creativity		X		
2F	Information literacy	X			
3	**Outcome #3 – Physically Disciplined**				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
3C	Properly balanced nutrition plan				X
4	**Outcome #4 – Socially Adept**				
4A	Communication skills		X		
4B	Interpersonal skills		X		
4C	Appreciation of cultural & linguistic differences		X		
4D	Responsible citizenship			X	
4E	Leadership capacity		X		

This syllabus is subject to change without notice up until the first day of the semester.
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