

Basic Course Information

Semester:	SPRING 2020	Instructor Name:	Guillermo Salgado
Course Title & #:	Retail Management - BUS 120	Email:	Guillermo.salgado@imperial.edu
CRN #:	21315	Webpage (optional):	www.imperial.edu
Classroom:	804	Office #:	Student Services Building #100
Class Dates:	Wednesday	Office Hours:	Monday thru Friday. 8am - 5pm.
Class Days:	February 19 - June 10	Office Phone #:	760-355-5746
Class Times:	6:00PM - 09:10PM	Emergency Contact:	760-554-9081
Units:	3		

Course Description

Students study the methods and management of retail selling. The course includes techniques and attitude for selling, product analysis and sales, and the significance of human relations in selling. This course is recommended for students who wish to explore a career in retail management. (CSU)

Course Prerequisite(s) and/or Corequisite(s)

None.

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Compare the strategies that are used within the different stages of a product's life cycle.
2. Create and present a strategic plan to establish and maintain a strong retail image.
3. Explain the importance of social media to retailing.

4.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Compare and contrast traditional retailers and category specialists
2. Describe how technology (e.g., customer databases, integrated systems and buying and sales forecasting systems) is used to support retail businesses.
3. Identify consumer demographics and environmental factors affecting customers and sales.
4. Evaluate the effectiveness of merchandising decisions in the retail industry.
5. Explain the factors relating to visual merchandising, such as store layouts and presentation.
6. Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain and risk management).
7. Analyze how logistics and supply chain management can achieve a sustainable competitive advantage.
8. Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.
9. Compare different customer service strategies that can be used to improve the customer experience.
10. Create and present a strategic plan for a business including financial performance measures.

Textbooks & Other Resources or Links

Retail Management: A Strategic Approach, 13th Edition.

Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee

ISBN number Online / Digital Form: ISBN-13: 9780133942019

<https://www.pearson.com/store/p/retail-management-a-strategic-approach/P100001115681/9780133942019>

ISBN number Paper Format: ISBN-13: 9780133796841

<https://www.pearson.com/store/p/retail-management-a-strategic-approach/P100001115681/9780133796841>

Course Requirements and Instructional Methods

In Class Lecture supported by Power Point (audio & visual)

In Class Discussion – based on Lectures

Group Activities via Case Analysis of Top Retailers

Retail Store Audit & Presentation (Final Project)

Out of Class Assignments: The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement.

Course Grading Based on Course Objectives

Overall Points : 1,000

1000 - 900 points = A

800 - 899 points = B

700 - 799 points = C

600 - 699 points = D

0 - 599 point = F

Assignments

Short Cases (10) Valued at 10 pts. each	= 100 points
Comprehensive Cases (6) valued at 25 pts. each	= 150 points
Discussion Questions Ch. 1 – 20 (in class). 10 pts. each	= 200 points
Retail Store Audit & Presentation (1) valued at 150 pts.	= 150 points
Midterm Exam (1)	= 200 points
Final Exam (1)	= 200 points
Total Points	= 1000 points

Attendance

- A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See [General Catalog](#) for details.
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

Classroom Etiquette

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed by the instructor.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the [General Catalog](#).
- Children in the classroom: Due to college rules and state laws, only students enrolled in the class may attend; children are not allowed.

Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!)].

Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to "cite a source" correctly, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the [General Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

Additional Student Services

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- **CANVAS LMS.** Canvas is Imperial Valley College's main Learning Management System. To log onto Canvas, use this link: [Canvas Student Login](#). The [Canvas Student Guides Site](#) provides a variety of support available to students 24 hours per day. Additionally, a 24/7 Canvas Support Hotline is available for students to use: 877-893-9853.
- **Learning Services.** There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- **Library Services.** There is more to our library than just books. You have access to tutors in the [Study Skills Center](#), study rooms for small groups, and online access to a wealth of resources.

Disabled Student Programs and Services (DSPS)

Any student with a documented disability who may need educational accommodations should notify the instructor or the [Disabled Student Programs and Services \(DSP&S\)](#) office as soon as possible. The DSP&S office is located in Building 2100, telephone 760-355-6313. Please contact them if you feel you need to be evaluated for educational accommodations.

Student Counseling and Health Services

Students have counseling and health services available, provided by the pre-paid Student Health Fee.

- **Student Health Center.** A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6128 in Room 1536 for more information.
- **Mental Health Counseling Services.** Short-term individual, couples, family and group counseling services are available for currently enrolled students. Services are provided in a confidential, supportive, and culturally sensitive environment. Please contact the IVC Mental Health Counseling Services at 760-355-6310 or in the building 1536 for appointments or more information.

Veteran's Center

The mission of the [IVC Military and Veteran Success Center](#) is to provide a holistic approach to serving military/veteran students on three key areas: 1) Academics, 2) Health and Wellness, and 3) Camaraderie; to serve as a central hub that connects military/veteran students, as well as their families, to campus and community resources. Their goal is to ensure a seamless transition from military to civilian life. The Center is located in Building 600 (Office 624), telephone 760-355-6141.

Extended Opportunity Program and Services (EOPS)

The Extended Opportunity Program and Services (EOPS) offers services such as priority registration, personal/academic counseling, tutoring, book vouchers, and community referrals to qualifying low-income students. EOPS is composed of a group of professionals ready to assist you with the resolution of both academic and personal issues. Our staff is set up to understand the problems of our culturally diverse population and strives to meet student needs that are as diverse as our student population.

Also under the umbrella of EOPS our CARE (Cooperative Agency Resources for Education) Program for single parents is specifically designed to provide support services and assist with the resolution of issues that are particular to this population. Students that are single parents receiving TANF/Cash Aid assistance may qualify for our CARE program, for additional information on CARE please contact Lourdes Mercado, 760-355- 6448, lourdes.mercado@imperial.edu.

EOPS provides additional support and services that may identify with one of the following experiences:

- Current and former foster youth students that were in the foster care system at any point in their lives
- Students experiencing homelessness
- Formerly incarcerated students

To apply for EOPS and for additional information on EOPS services, please contact Alexis Ayala, 760-355-5713, alexis.ayala@imperial.edu.

Student Equity Program

- The Student Equity Program strives to improve Imperial Valley College's success outcomes, particularly for students who have been historically underrepresented and underserved. The college identifies strategies to monitor and address equity issues, making efforts to mitigate any disproportionate impact on student success and achievement. Our institutional data provides insight surrounding student populations who historically, are not fully represented. Student Equity addresses disparities and/or disproportionate impact in student success across disaggregated student equity groups including gender, ethnicity, disability status, financial need, Veterans, foster youth, homelessness, and formerly incarcerated students. The Student Equity Program provides direct supportive services to empower students experiencing insecurities related to food, housing, transportation, textbooks, and shower access. We recognize that students who struggle meeting their basic needs are also at an academic and economic disadvantage, creating barriers to academic success and wellness. We strive to remove barriers that affect IVC students' access to education, degree and certificate completion, successful completion of developmental math and English courses, and the ability to transfer to a university. Contact: 760.355.5736 or 760.355.5733 Building 100.
- The Student Equity Program also houses IVC's Homeless Liaison, who provides direct services, campus, and community referrals to students experiencing homelessness as defined by the McKinney-Vento Act. Contact: 760.355.5736 Building 100.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

Information Literacy

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.

Anticipated Class Schedule/Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 February 19	Syllabus & Introduction Chapter 1 – An Introduction to Retailing Discussion Questions Ch. 1	Lecture on Chapter 1, Pages 2 – 23.
Week 2 February 26	Chapter 2 – Building & Sustaining Relationships Discussion Questions Ch. 2	Lecture on Chapter 2, Pages 24 – 50.
Week 3 March 4	Chapter 3 – Strategic Planning Discussion Questions Ch. 3 Short Case Assignment #1. Retailers Must Be Future Ori. <i>Page 80.</i> Short Case Assignment #2. Stores that Accommodate. <i>Page 81.</i> Comprehensive Case #1. Ideas Worth Stealing <i>Page 84.</i>	Lecture on Chapter 3, Pages 51-89. Assignments due by March 11, 11:59pm.
Week 4 March 11	Chapter 4 – Retail Institutions by Ownership Discussion Questions Ch. 4	Lecture on Chapter 4, Pages 90-109.

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 5 March 18	Chapter 5 & 6 – Retail Institutions by Store-Based Strategy Mix & Forms of Non-Traditional Retailing. Discussion Questions Ch. 5 & Chapter 6 Short Case Assignment #3. Do Power Player’s Rule? <i>Page 160.</i> Short Case Assignment #4. Will the Favorites of Today? <i>Page 161.</i>	Lecture on Chapter 5 & 6. Pages 110-167. Assignments due by March 25th, 11:59pm.
Week 6 March 25	Chapter 7 – Identifying and Understanding Customers. Chapter 8 – Information Gathering and Processing. Discussion Questions Ch. 7 & Chapter 8 Short Case Assignment #5. Eating Patterns in America. <i>Page 212.</i> Comprehensive Case #2. How to Attract Millennials? <i>Page 215.</i>	Lecture on Chapter 7 & 8. Pages 168 – 219. Assignments due by April 1, 11:59pm.
Week 7 April 1	Chapter 9 – Trading Area Analysis Chapter 10 – Site Selection Discussion Questions Ch. 9 & Chapter 10 Short Case Assignment #6. Are Smaller and Faster Best <i>Page 263.</i> Comprehensive Case #3. Mexican Delights <i>Page 266.</i>	Lecture on Chapter 9 & 10. Pages 220 – 271. Assignment due by April 8, 11:59pm.
Week 8 April 8	Midterm Review for Chapters 1 – 10. Midterm Exam (Chapters 1-10)	Midterm Review. Midterm Exam. Chapters 1 thru 10.
Week 9 April 16	Vacation – Spring Break	No class.
Week 10 April 22	Chapter 11 – Retail Organizations & Human Resources Chapter 12 – Operations MGMT: Financial Dimension Discussion Questions Ch. 11 & Chapter 12.	Lecture on Chap. 11 & 12. Pages 272 – 311.
Week 11 April 29	Chapter 13 – Operations MGMT: Operational Dimension. Chapter 14 – Developing Merchandising Plans. Discussion Questions Ch. 13 & Ch. 14. Short Case Assignment #7. Assistant Store Manager. <i>Page 329.</i> Comprehensive Case #4. Predicting Retail Trends. <i>Page 332.</i>	Lecture on Chap. 13 & 14. Pages 312 – 361. Assignments due by May 6, 11:59pm.

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 12 May 6	Chapter 15 – Implementing Merchandising Plans Chapter 16 – Financial Merchandise Management Discussion Questions Ch. 15 & Ch. 16	Lecture on Chap. 15 & 16. Pages 362 – 406. .
Week 13 May 13	Chapter 17 – Pricing & Retailing Chapter 18 – Establishing and Maintaining Retail Image. Discussion Questions Ch. 17 & Ch. 18 Short Case Assignment #8 Buyer of Sports Equipment. <i>Page 432</i> Comprehensive Case #5. Knocking off the Knockoffs. <i>Page 436</i>	Lecture on Chap. 17 – 18. Pages 407 – 461. Assignments due by May 20, 11:59pm.
Week 14 May 20	Chapter 19- Promotional Strategy. Discussion Questions Ch. 19 Short Case Assignment #9. Keep It Simple. <i>Page 488</i> Comprehensive Case #6. Inside the Mind of Shake Shack’s Founder. <i>Page 491</i>	Lecture on Chapter 19. Pages 462 – 495. Assignments due by May 27, 11:59pm.
Week 15 May 27	Chapter 20- Integrating & Controlling Retail Strategy. Discussion Questions Ch. 20 Short Case Assign. #10. Envision the Future. <i>Page 513.</i>	Lecture on Chapter 20. Pages 496 – 518. Assignments due by June 3 rd , 11:59pm.
Week 16 June 3	FINAL EXAM (CHAPTERS 11 – 20) Retail Store Audit (Assignment) <i>In Class Workshop.</i>	FINAL EXAM during first half of class session. Second half of Class Session will be dedicated to reviewing and finalizing Retail Store Audit Assignment.
Week 17 June 10	Retail Store AUDIT - Presentations	Retail Store Audit Presentations.

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests

*****Tentative, subject to change without prior notice*****