



Erick M. Mas

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Office Hours: By appointment

COURSE DESCRIPTION

This course is designed to teach students to apply findings from the fields of strategic marketing and consumer psychology to a digital retail environment. Students will learn to think critically and develop decision-making skills related to online retailing management. Topics will include types of retailers, multichannel retailing, product assortment, website design, pricing, promotional strategies, customer service, and consumer buying behavior.



In this course, you are already an expert because you are constantly engaged in retailing on a daily basis. Whether buying groceries, eating and drinking, or buying apparel, you engage in retailing. The places where you choose to frequent to acquire marketing offerings—malls, bookstores, sporting goods stores, entertainment venues (i.e., bars and nightclubs, restaurants, stadiums and performance halls), and even websites and apps—define your retail patronage behavior, a major strategic outcome of successful retailers. In this course you will be expected to draw on this experience to think critically about applying retailing strategy in a digital context.

TEACHING METHODOLOGY

This is an online class. Thus, your learning experience will be self-driven and requires a high level of motivation. Your success in this class will depend on this motivation.

The course is designed to include the following major components to facilitate your learning:

1. Multiple weekly reading assignments will be provided and participation in discussion boards will be a key to the class experience.
2. Readings will be accompanied by up to 3 weekly quizzes.
3. Multiple video conferences may be for real-time interactions and Q&A sessions.
4. You will be expected to participate in a retail simulation designed to expose you to real-world business scenarios. This simulation will result in the design of a website to support your online retailing operations.
5. A final exam will test your knowledge and learning of class material.

COURSE MATERIALS

Textbook. The following textbook is the guiding foundation for course content. That said, I have done my best to design the course in such a way that the textbook is optional rather than required. However, quizzes and exams are based on the 10th Edition of the U.S. version of the text. Reading the textbook will make these quizzes and exams significantly easier. If you opt to forego buying the book or buy another edition of the book, you are still responsible for all assigned content from this edition:

Levy, Michael, Barton A. Weitz and Dhruv Grewal (2017), *Retailing Management*, 10th Edition, McGraw-Hill: New York, NY.

Canvas. There will also be extensive materials posted on Canvas. You are responsible for any and all materials posted to Canvas. Given the condensed nature of this summer term, you are expected to log in and check the course website at least three times a week. All posted content is your responsibility. Not being aware of posted content is not a valid excuse for missing assignments or discussion posts.

Canvas materials may include, but are not limited to:

- Video/audio files that add value to the course topics
- Additional reading assignments that supplement course topics
- Experiential exercises – Real-world problems that challenge your knowledge for practical business solutions
- Quizzes
- Exams

Any questions regarding content on the Canvas website should be directed to me. However, I cannot help you if you encounter technical difficulty accessing the content. Please do not contact me with questions regarding technical difficulties. It is your responsibility to contact the Help Desk for this.

You are also responsible for understanding the Canvas interface. There are on-line help sessions and workshops available for students. For more information, contact the Student Helpdesk - (940) 565-2324 or helpdesk@unt.edu.

COURSE POLICIES

Academic Integrity. Each student enrolled in the course is expected to ascribe to the policies articulated in the University of North Texas “Academic Integrity Policy.” The policy is posted on the Canvas website.

University of North Texas – COB Student Ethics Statement. As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. “

I understand that I am responsible for reviewing the policies as provided below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy. I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation. While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users’ data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer “hacking” or in any other manner. I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.”

ADA Statement. UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, visit the ODA website at disability.unt.edu, or visit Sage Hall, Suite 167 (Tel: 940-565-4323).

Classroom (online) Behavior. Respect in the online classroom is expected. We will be engaging in a lot of online discussion and debate, mostly under the veil of near-anonymity. However, you are expected to use respectful language in your communications within this course. Failure to do so will result in formal action taken with university administration.

The content of this syllabus is subject to change. In the event of any updates throughout the semester, students will be notified via email and an updated syllabus will be posted to Canvas.

Class Participation. Please be sure to ask if you do not understand something. You are expected to remain highly engaged in all course activities on Canvas. All Canvas participation is recorded automatically, and the frequency and duration of each Canvas engagement is tracked throughout the semester. Additionally, I will review the content of your Canvas posts, seeking meaningful and inciteful commentary. Consistent quality engagement with Canvas will count towards your participation grade—a significant portion of your final course grade.

Make-Up Assignments. Class participation is required. Any activities with a deadline (including quizzes and exams) can only be made up at the discretion of the instructor. It is not in your best interest to risk missing a quiz or exam, as a make-up is not guaranteed.

Written Communications Support. Because written communications proficiency is an important part of grading in this course, your ability to write correctly and effectively is important. The UNT Writing Lab in Sage Hall, Room 152, (940) 565-2563 is a resource available for students on the Denton campus. An alternative, free, tool available is www.grammarly.com. This is a great way to identify writing errors and help you fix them. Another helpful web site is www.citefast.com. I encourage you to use these free support tools in all of your courses.

Email Policy. This class has a 24hr response policy. This means that I will respond to student emails within 24 hours of receipt. As such, students are also expected respond to my emails within 24 hours.

Emails must be written in a professional manner. This means all emails should be well-written including the following components, as explained in [this article](#):

- Subject Line
- Salutation
- Introduction
- Body Text
- Conclusion
- Signature

Note: Emails written from mobile phones are notoriously terrible. I strongly recommend avoiding sending emails from your phone if at all possible. If not, you should proofread more than once. Poorly written emails will be sent back with a request for better structure and clarity.

ASSESSMENT OF LEARNING

I am committed to working to enable your success in this course. Success is measured in terms of student learning and growth. Thus, my commitment is to your learning experience, not your grade. Your grade will be earned, not “given” to you, and depends on your effort and ability. You are responsible for following directions, reading all assigned content, and studying all assigned materials. In this course, there will be several opportunities for you to demonstrate your learning, as detailed below:

Grading Rubric		Grade Breakout	
Participation	25%	A	90% - 100%
Quizzes/Assignments	25%	B	80% - 89.9%
Retail Simulation	20%	C	70% - 79.9%
Final Exam	20%	D	60% - 69.9%
Research Participation (SONA)	10%	F	0% - 59.9%

Participation (25%). Participation is a crucial component of demonstrating the progress your learning and comprehension in this course. Consistently logging in to Canvas and actively participating in discussions is a requirement, not an option. Comments that are offensive or that deviate the discussions from the topic are considered a disruption of the class and will count against your participation grade.

Quizzes/Assignments (25%). Homework will not be assigned for this course. However, at least one quiz will be assigned weekly to verify comprehension of class material. Typically, 1-2 quizzes can be expected each week. However, this number will increase if students are not engaging in class discussions to demonstrate their learning. This may occur without warning.

Quizzes will typically be multiple-choice format, but again, this is subject to change depending on student engagement in class discussions. Any material covered in the textbook, supplementary materials provided, or topics discussed on Canvas can be included in the quizzes. These quizzes are to be answered on an individual basis. Any trend in overlapping responses will be considered cheating, and all students involved will automatically receive a failing grade.

Retail Simulation (20%). You will be paired with one or more business partners, with whom you will work to establish an entrepreneurial retail venture. Every week you will be given at least one new real-world business challenge to overcome. You are expected to meet with your partner to work on a business plan and write out a business solution to each challenge using knowledge accumulated through the course. You will also be expected to present your solutions to the class on a weekly basis, in the discussion boards. Performance will be evaluated based on the demonstration of creativity, resourcefulness, and ability to tie course material into your business model. As a final project, you are expected to design a digital retailing platform (e.g., website or app) to facilitate online sales.

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Exam (20%). There will be a single exam at the end of the term, worth 20% of your final grade. This exam will consist of anywhere from 50-100 multiple choice, true or false, and potentially short essay questions. Any material covered in the textbook, supplementary materials provided, or topics discussed on Canvas can be included in the exam.

Research Participation (10%). As part of your learning experience in this course, you will be required to participate in research studies conducted by faculty members in the College of Business. Participation in this research will make up 10% of your final class grade.

To fulfill this course requirement, you must create an account on the College of Business SONA page—unt-cob.sona-systems.com—a web application that allows you to browse available studies.

Credit will be assigned based on the time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279):

- Short online studies (5-15 min) – 1 credit
- Medium online studies (15-30 min) – 2 credits
- Long online studies (30-45 min) – 3 credits
- On-campus, lab studies (30-45 min) – 5 credits

To fulfill the 10% course requirement, you must earn a total of **10 SONA credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional SONA credits are accepted as extra credit (2 points added to your quiz grade per SONA credit). There is no cap on how many extra credit points you can earn.

It is recommended that you access studies early and often to make sure you have first access to available studies. To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Contact the behavioral lab manager by email at COB.REP@unt.edu and your questions will be addressed promptly.

Note: You will cannot find this site by searching for it on search engines. You must use the link provided above. Using an incorrect link to access SONA will result in a grade of zero in your research participation grade.

UNT ACADEMIC CALENDAR

Date	Event
July 8, 2019	First Class Day
August 8, 2019	Last Class Day
August 9, 2019	Finals
August 12, 2019	Grades Posted

COURSE CALENDAR

Week	Date	Material Covered
Week 1		Syllabus Ch. 1 Intro to Retailing Ch. 2 Types of Retailers
Week 2		Ch. 3 Multichannel Retailing Ch. 4 Consumer Buying Behavior
Week 3		Ch. 5 Retail Market Strategy Ch. 10 Customer Relationship Management
Week 4		Ch. 11 Merchandise Planning Ch. 12 Buying Merchandise Ch. 14 Retail Communication
Week 5		Ch. 17 Customer Service Retail Simulation Final Exam (TBD)
*Schedule and content subject to change		

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