

# Syllabus

**Course Code:** MRKT 111

**Title:** Fundamentals of Retail

**Institute:** Business and Social Science

**Department:** Fashion/Marketing

**Course Description:** This course will involve the student in the study of basic retail operations and store management, including consumer behavior, location and site analysis, merchandising practices and policies, retail advertising, layout and display, as well as other basic retail management responsibilities.

**Prerequisites:** READ 095, MATH015, or passing scores in reading on the Basic Skills Test.

**Corequisites:** None

**Credits:** 3

**Lecture Hours:** 3

**Lab/Studio Hours:** 0

---

**Required Textbook/Materials:** There is no required text for this course. All course resources will be provided by the instructor.

**Additional Time Requirements:** For information on Brookdale's policy on credit hour requirements and outside class student work refer to Academic Credit Hour Policy <https://www.brookdalecc.edu/vp-learning/academic-credit-hour-policy/>

**Additional Support/Labs:**

See <https://www.brookdalecc.edu/academic-tutoring/>

**Course Learning Outcomes:**

Upon completion of this course, students will be able to:

- Identify and evaluate the basic principles of retailing
- Understand the importance of developing and applying a retail strategy
- Identify the role of retailing in our society
- Identify the various types of retailers
- Understand the changing nature of retailing

**Course Content:**

- An Introduction to Retailing
- Types of Retailers
- Customer Buying Behavior
- Retailing Strategy
- Retail Locations & Site Selection
- Human Resource Management
- Customer Relationship Management
- Merchandise Management

- Pricing Strategies
- Retail Communication Mix
- Store Management
- Store Layout & Design
- Customer Service

### **Department Policies:**

#### **Attendance and Testing Policy:**

Students are permitted **two free absences with no penalty**. For every missed class after that, 3 percentage points will be deducted from this portion of your grading.

Tests must be taken in class on the day and time they are scheduled. Unexcused absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0". With the instructor's permission, the student will be permitted to take a make-up exam.

Instructor may grant exceptions via advance arrangements or for medical, legal, personal, or other sufficient reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class will NOT be considered a valid absence.

#### **Additional Attendance and Lateness Policies:**

1. If late for class, see the instructor at the end of the lecture.
2. No credit for attendance will be given if the student leaves at the break.
3. Students must notify the instructor if they intend to leave before the class has concluded.
4. If out for illness or travel, please see the instructor.

#### **Cheating:**

If any student uses notes, receives assistance in any way, or is cheating on an exam or assignment, the student will receive a "0" grade for that exam or assignment. The student will also forfeit the opportunity to retest on that exam or assignment.

#### **Incomplete (INC) Grade Criteria:**

A grade of INC may be assigned for students who have been actively participating throughout the term and approach the end of the term without having completed all the course requirements satisfactorily. A student who receives a grade of INC may continue work to a date determined by the faculty member. If the student completes the work by the determined date, a change of grade will be submitted, if appropriate. If the student does not complete the requirements by the established date, the grade will be changed to an "F".

To be granted an INC, the student must meet the following criteria:

1. No more than 2 unexcused absences
2. Must have taken 4 of the required exams
3. Must file appropriate forms within the prescribed time
4. Confirm the deadline, which will be established on the form

**Grading Standard:**

A grade will be assigned to each student based upon the quality of their work, using the following criteria:

<b>A</b>	93-100
<b>A-</b>	90- 92
<b>B+</b>	88- 89
<b>B</b>	83- 86
<b>B-</b>	80- 82
<b>C+</b>	76- 79
<b>C</b>	70- 75
<b>D</b>	65- 69
<b>F</b>	Less than 65

**COURSE REQUIREMENTS:**

<b>Exams</b>	<b>40%</b>
<b>Term Project</b>	<b>25%</b>
<b>Current Events</b>	<b>15%</b>
<b>Attendance/Participation</b>	<b>20%</b>
<b>TOTAL</b>	<b>100%</b>

**EXAMS:**

There will be three essay exams in this course. Each exam will require you to either do some research or read a Case Study and answer questions about your findings. These exams will be submitted through Canvas and will be posted a week in advance of their due dates. You will have class time to work on these exams.

**BUSINESS-RELATED CURRENT EVENTS**

There will be 12 **business-related** Current Events assignments. Assignments will be due each week beginning with week #2.

Students are to write a 1-2 paragraph overview (double spaced, 12-point font, Times New Roman) of a business-related current events story. **You must note the name of the publication or source, the date, and the author. Be sure to include your name and course number.**

**Assignments will be posted to the designated links on Canvas the day of class.**

Be prepared to discuss it with the class and expect questions about the relevance to business or industry.

**Current Events News sources include:**

Major Business Newspapers--in print or online. (Examples: Wall Street Journal, New York Times, NJBiz) Major Business Magazines--in print or online. (Examples: Newsweek, Forbes, Business Week) CNN.com

Any other major news source

**TERM PROJECT: This assignment is due by April 14, 2022 and will be submitted through**

**Canvas.** You will have a term project worth 20% of your course grade. This project will consist of researching and learning about a major retailer. The project should be written thoroughly and professionally. The written paper should be 7-10 pages in length (not counting cover page, works cited page, etc.).

See the Canvas file for this assignment for more details. The assignment will also be discussed in class.

The specific assignment is to select a major retailer, analyze their business strategy in-depth, and make recommendations as to how the retailer can improve and grow their business vs. their major competitors in the industry.

Additional information will be provided in class.

**Steps of the project are:**

- 1.) Research: History and background on the retailer, sales and profit trends, and corporate mission. Examples of advertising and promotional vehicles used should be included along with a discussion of important events that have helped shape the organization.
- 2.) SWOT analysis: Identify strengths and weaknesses of the retailer as well as threats and opportunities.
- 3.) Choose a key competitor and predict their future: Compare “your” retailer to an important key competitor. Note important differences and similarities in strategy.
- 4.) Recommendations for making your retailer bigger and better: Discuss both long and short-term strategies.

Use outside articles/journals for your project, as well as internet resources. Document ALL sources used. **Visit retail stores, where feasible!**

Good publications to search: Business Week, Wall Street Journal, Forbes, Fortune magazine. Industry Trade publications are also useful.

**College Policies:**

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student’s disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political

orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit [www.brookdalecc.edu/support](http://www.brookdalecc.edu/support).

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [student handbook](#) and [catalog](#).

### **Notification for Students with Disabilities:**

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

### **Mental Health:**

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

### **Diversity Statement:**

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

*\*The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*