



Course Syllabus Principles of Retailing MRKG 1302

Semester with Course Reference Number (CRN)	Fall 2018 62554
Instructor contact information (phone number and email address)	Josephine Firat Josephine.firat@hccs.edu (email) 832-966-0625 (text/call) @josephinefirat (twitter)
Office Location and Hours	Contact me to schedule a meeting outside of class time, before or after class.
Course Location/Times	Jane Long Academy Monday/Wednesday 1:45pm – 3:15pm
Course Semester Credit Hours (SCH) (lecture, lab) If applicable	Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: External Hours:
Total Course Contact Hours	48.00
Course Length (number of weeks)	16 Weeks
Type of Instruction	Lecture Online, Hybrid and Web enhanced
Course Description:	Introduction to the retailing environment, types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing.
Course Prerequisite(s)	
Academic Discipline/CTE	1. Identify the marketing mix component in relation to market segmentation 2. Explain the environmental factors that influence the consumer and organizational

Program Learning Outcomes	<p>decision – making process.</p> <p>3. Outline a marketing plan.</p> <p>4. Identify the elements of the communication process between buyers and sellers in business.</p> <p>5. Utilize marketing research techniques to implement marketing decisions.</p>																				
Course Student Learning Outcomes (SLO): 4 to 7	<p>1. Identify consumer segments, environmental trends, and traditional and nontraditional retailing markets</p> <p>2. Explain the functions of retailing; and describe effective retailing techniques.</p>																				
Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)	<p>Identify consumer segments, environmental trends, and traditional and nontraditional retailing markets</p> <p>Explain the functions of retailing; and describe effective retailing techniques.</p>																				
SCANS and/or Core Curriculum Competencies: If applicable	<p>SCANS</p> <p>Identify consumer segments, environmental trends, and traditional and nontraditional retailing markets</p> <p>Explain the functions of retailing; and describe effective retailing techniques.</p>																				
Instructional Methods	Face to Face																				
Student Assignments	<p>Identify consumer segments, environmental trends, and traditional and nontraditional retailing markets</p> <p>No assignments selected for this outcome</p> <p>Explain the functions of retailing; and describe effective retailing techniques.</p> <p>No assignments selected for this outcome</p>																				
Student Assessment(s)	The student will be assessed with 10 Retail Projects throughout the semester, a midterm, and a final exam. Details listed in the course calendar.																				
Instructor's Requirements	N/A																				
Program/Discipline Requirements: If applicable	A Retailing Plan will be the final project of this course, which will be a brief marketing plan created for a retailing business (online or in-store).																				
HCC Grading Scale:	<table border="0"> <tr> <td>A = 100- 90</td> <td>4 points per semester hour</td> </tr> <tr> <td>B = 89 - 80:</td> <td>3 points per semester hour</td> </tr> <tr> <td>C = 79 - 70:</td> <td>2 points per semester hour</td> </tr> <tr> <td>D = 69 - 60:</td> <td>1 point per semester hour</td> </tr> <tr> <td>59 and below = F</td> <td>0 points per semester hour</td> </tr> <tr> <td>FX (Failure due to non-attendance)</td> <td>0 points per semester hour</td> </tr> <tr> <td>IP (In Progress)</td> <td>0 points per semester hour</td> </tr> <tr> <td>W (Withdrawn)</td> <td>0 points per semester hour</td> </tr> <tr> <td>I (Incomplete)</td> <td>0 points per semester hour</td> </tr> <tr> <td>AUD (Audit)</td> <td>0 points per semester hour</td> </tr> </table>	A = 100- 90	4 points per semester hour	B = 89 - 80:	3 points per semester hour	C = 79 - 70:	2 points per semester hour	D = 69 - 60:	1 point per semester hour	59 and below = F	0 points per semester hour	FX (Failure due to non-attendance)	0 points per semester hour	IP (In Progress)	0 points per semester hour	W (Withdrawn)	0 points per semester hour	I (Incomplete)	0 points per semester hour	AUD (Audit)	0 points per semester hour
A = 100- 90	4 points per semester hour																				
B = 89 - 80:	3 points per semester hour																				
C = 79 - 70:	2 points per semester hour																				
D = 69 - 60:	1 point per semester hour																				
59 and below = F	0 points per semester hour																				
FX (Failure due to non-attendance)	0 points per semester hour																				
IP (In Progress)	0 points per semester hour																				
W (Withdrawn)	0 points per semester hour																				
I (Incomplete)	0 points per semester hour																				
AUD (Audit)	0 points per semester hour																				

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

Health Sciences Programs Grading Scales may differ from the approved HCC Grading Scale. For Health Sciences Programs Grading Scales, see the "Program Discipline Requirements" section of the Program's syllabi.

Instructor Grading Criteria

There will be 10 Retail Projects throughout the course, each worth 20 points, one midterm worth 100 points, and one final exam worth 100 points. There will be 50 participation points. Participation points is subjective and will be based off of attendance, participation in class discussions, and participating online as requested. The total points is 450.

Instructional Materials

Retailing, 8th Edition; Dunne/Lusch/Carver; Cengage; ISBN: 9781133953807

HCC Policy Statement:

Access Student Services Policies on their Web site:

<http://hccs.edu/student-rights>

EGLS3 -- Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site:

http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

Access CE Policies <http://hccs.edu/CE-student-guidelines>
on their Web site: