



**Business Center of Excellence
Marketing/Marketing Management Department**

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

MRKG 1302: Principles of Retailing | Lecture | CRN 16441

Fall 2019 | 12 Weeks (9.23.2019-12.15.2019)

Online

3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor:	Linda Koffel	Office Phone:	713-718-2895
Office:	Alief Hayes Campus C409	Office Hours:	Thursdays 12 – 5 p.m.
HCC Email:	linda.koffel@hccs.edu	Office Location:	Alief Hayes Campus C409

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

Instructor's Preferred Method of Contact

Students should email any questions or concerns through the CANVAS email system. Phone calls are not recommended because phone calls are only answered from HCC phones when I am on campus. Therefore, the fastest way to reach me is by email.

I will respond to emails within 48 hours Monday through Friday; I will reply to weekend or holiday messages on the next business day.

You may also contact the Marketing Department personnel listed below:

Program Coordinator:	Kimberly Cade, kimberly.cade , 713-718-2993
Division Chair:	Ken Hernandez, kenneth.hernandez@hccs.edu , 713-718-2468
Division Admin Assistant:	Lyssa Wilson, melissa.wilson3@hccs.edu , 713-718-5125

What's Exciting About This Course

This course is about developing, operating and managing retail businesses. Many traditional marketing or management courses only discuss marketing and management in terms of large corporations or organizations that have large budgets. Small businesses do not have these large budgets, and must learn to use low cost methods of marketing. Small businesses have very little "margin" or profit base, so managing small businesses is more challenging. This

course provides a background for developing, marketing, operating and managing a small businesses as well as a background for working as an employee or manager of a large retail business. It will help prepare students for positions retail businesses because it provides an overview of all the knowledge, skills and attributes needed to be successful in retailing.

My Personal Welcome

My name is Linda Koffel and I will be the professor for this course. I am looking forward to the new semester and to meeting all of you over the Eagle On Line CANVAS. I will include many resources to make the course fun and rewarding for you... I am especially qualified to teach this course because I served as a marketing coordinator, marketing director (responsible for advertising and public relations), salesperson, and advertising coordinator in my previous positions. I have also operated a small business. It is my aim that you will not only be familiar with the basic tenets of retailing for small or large organizations and have familiarity with the basic terms, but that you will also be able to apply what you have learned to any marketing position you should hold in the future or apply the knowledge to the development of your own business, should you decide to be an entrepreneur.

Prerequisites and/or Co-Requisites

MRKG 1302 requires placement into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

Canvas Learning Management System

This section of MRKG 1302 will use [Canvas \(https://eagleonline.hccs.edu\)](https://eagleonline.hccs.edu). CANVAS will be the foundation or LMS (Learning Management System) for this course. You will need to log into CANVAS by the end of the very first day to make sure you stay enrolled in the course. All exams, assignments, discussions and other requirements must be submitted properly through the assignment tool in CANVAS. All emails should be sent through the CANVAS. Students are required to use only HCC emails when submitting questions or comments (a new security requirement.)

HCCS Open Lab locations may be used to access the Internet and Canvas. **USE [FIREFOX](#) OR [CHROME](#) AS THE INTERNET BROWSER.**

HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

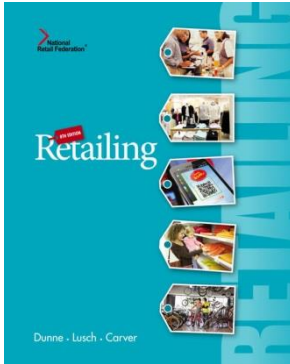
Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap>

Instructional Materials

Textbook Information

The textbook listed below is **required** for this course.



"Retailing" (8th Edition) by Dunne/Lusch/Carver (Cengage) ISBN: 9781133953807

Please note that we request textbooks from the bookstore, which is operated by Barnes & Noble Bookstores and not by Houston Community College. If you do not order/buy your books before classes begin, you may have difficulty obtaining a copy of the textbook. It is in your best interest to purchase your books BEFORE classes begin. You may also purchase your books from another textbook retailer.

Other Instructional Resources

Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

Course Overview

MRKG 1302 is an introduction to the retailing environment and its relationship to consumer demographics, trends, and traditional/nontraditional retailing markets. The employment of retailing techniques and the factors that influence modern retailing.

Secretary's Commission Addressing Necessary Skills (SCANS)

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

Program Student Learning Outcomes (PSLOs)

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

Course Student Learning Outcomes (CSLOs)

Upon completion of MRKG 1302, the student will be able to:

1. Identify community economic issues.
2. Explain the benefits of entrepreneurship/retailing as an economic development strategy.
3. Identify and characterize components of retailing mix.
4. Identify components of operational plan and retailing plan.
5. Identify desirable entrepreneurial support efforts within a local community.
6. Outline a retailing plan

Learning Objectives

Learning Objectives for each CSLO can be found at [HCC Learning Web for Marketing](#)

Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the final exam
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook

Assignments, Exams, and Activities

Written Assignment

This course includes these types of assignments:

- written responses/essays
- assignments
- individual projects
- discussions
- performance tasks

RETAIL PLAN PROJECT

This course is a project-based course. Each student will prepare a plan for a retailing business that the student would like to start in the U.S. to be marketed within the U.S. This plan must be at least 12-pages long (not including exhibits, diagrams, charts, table of contents, etc.) w/1" margins, double spaced product/service which must be approved by the instructor. Each of your assignments will cover some of the project, so that by the end of the course, you should have all the parts of the plan completed and just need to edit it. Sources must be properly documented (works cited). All students should utilize Writing Tutors (at no charge from HCC English Department) or <http://hccsupswing.io> (the HCC Online Tutoring which is free from HCC). **The Retail Plan Project comprises 35% of your grade and if you do not submit it, you cannot pass the course.**

Ten points or more may be deducted from the paper for professionalism (grammatical, layout, typographical and spelling errors). The project grade evaluation criteria for the **written report** will include the following: a well-researched analysis, a strategic plan that utilizes that research, persuasive business approach as well as grammatically correct usage, correct spelling, no typographical errors, good paragraph development, correct documentation, correct page length/margins, and bibliography. Creative ideas will receive higher marks!

Exams

This course will require 3 (three) written exams which will be given online. The exam will be 50 multiple-choice questions with the possibility of short answer /essay questions added in with each question worth at least 2 points. Each exam will be worth 15% of the grade.

Class Activities

This course will require discussions, quizzes, assignments and a final project

Final Exam

This course requires a final exam (which is actually TEST 3) which will also be given online and will be 50 multiple course questions. Students cannot pass the course without submitting a final exam.

Grading Formula

Assignments/Participation	20%
Test 1	15%
Test 2	15%
Test 3/Final	15%
Retail Plan Project	35%

Grade	Total Points
A	
B	
C	
D	
F	

Incomplete Policy:

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete. In the Marketing Department, special documentation and permissions are required for professors to assign an Incomplete and these permissions are rarely given.

HCC Grading Scale can be found on this site under Academic Information:
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

Course Calendar

Week	Dates	Topic / Assignments Due
1	9/25/19	Mod 1 Start Here Start Here Quiz due 10/2
2	10/2/19	Mod 2/3 Chp 1 Overview Chp 2 Planning Chp 3 Customers Idea/Opportunity Assignment Due 10/9
3	10/9/19	Mod 4 Chp 4 Competition
4	10/16/19	Mod 5/6 Chp 5 Supply Chain Chp 7 Location Environment of Retailing Due 10/16
5	10/23/19	Mod 7 Chp 8 Finances Test One (Chapters 1 – 5) due 10/23/19 by 11 p.m. online
6	10/30/10	Mod 8/9 Chp 6 Legal Issues Chp 9 Buying/Selling Target Market/Market Selection Assignment due 10/30
7	11/6/19	Mod 10 Chp10 Pricing Financial Statements Assignment Due 11/6 Last Day to Withdraw: 11/11/19
8	11/13/19	Mod 11 Chp 11 Promotion Chp 12 Selling Marketing Assignment Due 11/13
9	11/20/19	Mod12 Chp 13 Store Layout Test Two (Chapters 6 – 10) due 11/20/19 by 11 p.m.
10	11/27/19	Mod 13 Chp 14 Management Operations Assignment Due 11/27
11	12/4/19	Mod 14 Retail Plan Retail Plan (including Executive Summary) due 12/4/19 by 11 p.m.
12	12/11/19	Mod 15 Final Test 3 (Chapters 11 – 14) due 12/11/19 by 11 p.m.

Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

Instructor's Practices and Procedures

Missed Assignments

No LATE policy: You must post your assignments through Eagle on Line CANVAS by the deadline stated in the assignment. No email assignments will be accepted late. No work is accepted through the comments box. Failure to submit assignments can cause a student to be dropped for non-attendance.

WARNING: When I make the statement "I make no exceptions", I really mean it. There is no reason for students to need exceptions because I offer extra credit to make up points for missed assignments and for one test. If a student misses an assignment, he/she needs to do the extra credit and not ask for an exception. (Also, no email submissions are accepted. Assignments sent in with files that will not open will not be accepted. Any student who does not follow directions and sends in an assignment by email may have points taken off his/her participation grade for failure to follow directions.)

Academic Integrity

Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. "Scholastic dishonesty", includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

***Plagiarism** means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

***Collusion** mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

Attendance Procedures

The professor may withdraw students who do not log in and/or do not submit assignments. If a student wishes to withdraw from class, he/she must withdraw himself or herself and this must be done PRIOR to the withdrawal deadline to receive a "W" on the transcript. If students do not withdraw before the deadline, the student will receive the grade that they have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower the semester average significantly, most likely resulting in a failing grade.

If students miss the first 12.5% of any course (i.e. the period before the Official Date of Record/Approve Roster date) HCC will drop them due to non-attendance. Students need to attend the first day of class and to log on to online classes on the first day of class. THIS IS A STATE OF TEXAS POLICY. It is not an instructor, department, or college created policy.

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (4 classes for regular face- to-face courses). (This means 2 classes for hybrids or 2 assignments in an online course or 2 weeks without logging into an online course.) However,

the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. Students who stop coming to class for hybrid or face-to-face courses will be dropped (even if the student does submit online work). Students in online only courses will be dropped if they stop submitting assignments. Students who fail to come to class or to do online assignments could get an "F", "FX" or "W" depending on the circumstances.

Students should check HCC's Academic Calendar by Term for drop/withdrawal dates and deadlines. If a student decides to drop or withdraw from a class upon careful review of other options, the student can drop online prior to the deadline through their HCC Student Service Center.

Student Conduct

As instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. The instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of classmates and assist the instructor achieve this critical goal. Students are to maintain courtesy and respect for everyone involved in the course when communicating (in person or online), including respect for the professor at all times.

Instructor's Course-Specific Information (As Needed)

Information is important. Knowing what to do with information is even more important. This is a project-based course. Pulling everything you learn together into that project is the most crucial part of the course. That is why each assignment is important. All assignments become part of the project, which is the most important learning tool in this course. Over the semester, I will grade your assignments and give you positive and negative feedback on each assignment (points for improvement). I am very candid with my assessments and I try to communicate both strengths and weaknesses in a caring way. You will learn to correct mistakes on the "homework", which is the assignments, so that your project will be excellent. I will let you know when you need to improve. I do not give full credit or full points for assignments that are not thorough, complete, and professional or for assignments sent in that were clearly developed for a previous course. Instead, I let you know why points were deducted so you can learn how to submit professional work and adopt excellent work ethics to prepare you for the workplace. The most important "take-away" from a course is the ability to apply the knowledge. You can always look the terms up in a book, later, but knowing how to use the information is the key to success.

Electronic Devices

Students in face-to-face courses are allowed to bring laptops and personal devices such as cell phones to the classroom for use during group activity time. However, no laptops or other personal electronic devices are to be open or used any time other than group activity time. Students may leave the classroom to take important phone calls (except when another student is giving a presentation). Students in online only courses are responsible to get their work in on time regardless of technical difficulties with electronic devices. Students should prepare their work in plenty of time to get to an HCC open lab should they have difficulty

with electronic devices. No assignments are accepted which will not open and assignments which did not open will not be allowed to be resubmitted or emailed.

Marketing Program Information

It is strongly recommended that students of this course ensure that their major is listed as Marketing and that you notify the school of which certificate or degree plan you are following.

This program includes a Co-Op class, MRKG 2380. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the Marketing industry, paid or volunteer. MRKG 2380 requires that you must work a minimum of 20 hours per week in a marketing related field.

HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

EGLS³

The EGLS³ (Evaluation for Greater Learning Student Survey System) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS³ surveys are only available for

the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

Housing and Food Assistance for Students

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

disAbility Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

Title IX

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross
Director EEO/Compliance
Office of Institutional Equity & Diversity
3100 Main
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

Department Chair Contact Information

Division Chair: Ken Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468
Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125