

# GRAYSON COLLEGE

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## *Principles of Retailing* *MRKG 1302*

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**Please Note: Due to extenuating circumstances, including public health issues, course and testing delivery methods, instructional schedules, housing contracts, campus procedures and/or operating hours may be altered, interrupted and/or ceased for a limited or extended period of time. Such changes will be posted on the College website.**

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**Course Information**  
**Principles of Retailing**  
MRKG 1302INT 131S

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**Professor Contact Information**  
**Martha Little**  
903-815-1700  
[littlem@grayson.edu](mailto:littlem@grayson.edu)  
[mg.little@verizon.net](mailto:mg.little@verizon.net)  
*Office hours by appointment*

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### **Course Pre-requisites, Co-requisites, and/or Other Restrictions**

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### **Course Description**

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.

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### **Student Learning Outcomes**

- Introduce the World of Retailing and discuss store-based, non-store, and electronic retailing.
- Analyze customer-buying behavior.
- Analyze retail and financial strategies.
- Discuss organization structure with emphasis on Human Resource Management, Information Systems, and Supply chain Management.
- Discuss merchandise management, which includes buying systems, buying merchandise, pricing, and retail communication mix.
- Discuss store management.
- Identify consumer segments, environmental trends, and traditional and nontraditional retailing markets
- Explain the functions of retailing

### **Required Textbooks (ISBN # included) and Materials**

### Required Assignments & Academic Calendar

**In case of inclement weather, emergency closings, or other unforeseen disruptions to scheduled classes, student must log onto their Canvas accounts for directions on where or how to continue their coursework.**

Week	Date	Topics, Readings, Assignments, Deadlines
1		Introduction Chapters 1 and 2
2		Chapters 3 and 4
3		Chapters 5 and 6
4		Chapters 7 and 8
5		Chapters 9 and 10
6		Chapters 11 and 12
7		Chapters 13 and 14
8		Final Exam

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### Methods of Evaluation

Grades will be a combination of weekly assignments, weekly chapter tests, and one semester project. There will also be online discussions. The points assigned to each assignment will be shown in Canvas

### Grading

Grades to be posted in Canvas

### Methods of Instruction

Internet delivery via Canvas

Reading chapter material, related material on various Internet sites, and research

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## Computer Hardware and Software Requirements

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### Course & Instructor Policies

#### Late Assignment Policy

A deadline date will be given for all assignments. This will be the final date the assignment will be accepted. Please be responsible for keeping up with these dates and turning in your work. I will not accept late assignments after the due date.

You should allow yourself ample time to submit your assignments before the due date. Any assignment not turned in by the due date and time will automatically receive a grade of zero (0).

#### Class Participation

Students are expected to log on to Canvas daily to participate in online discussions and to complete the chapter assignments.

#### Class Attendance and Participation

Attendance and Participation Academic success is closely associated with regular class attendance and course participation. All successful students, whether on campus or online, are expected to be highly self-motivated. All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their faculty's instructions. Students taking courses during compressed semester timeframes such as mini-mester, summer sessions, and 8-week courses should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. Instructors are required to include in their syllabi the attendance policy for the course(s) they teach. The college considers absences equal to or greater than 15% of the course's requirements to be excessive.

In order for students to be counted as having attended a class before the census date, the following guidelines are to be used:

- Physical attendance in class with an opportunity for instructor and student interaction
- Submission of an academic assignment
- Completion of an exam, interactive tutorial, or computer-assisted instruction
- Attendance at a study group assigned by the faculty
- Participation in an online discussion in the class
- Contact with a faculty member to ask a question

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#### Student Conduct & Discipline

Students are expected to maintain classroom decorum that includes respect for other students and the instructor, prompt and regular attendance and an attitude that seeks to take full advantage of the educational opportunity

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- (1) This course is 100% online and all communication will be made through Canvas
  - (2) Course participation on a daily basis is required and will be assessed and graded on a point system
  - (3) The instructor will monitor online activities and address student questions within a timely manner
  - (4) Standards of appropriate online behavior will be maintained
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## **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the college's policy on plagiarism (see GC Student Handbook for details). Grayson College subscribes to turnitin.com, which allows faculty to search the web and identify plagiarized material.

Plagiarism is a form of scholastic dishonesty involving the theft of or fraudulent representation of someone else's ideas or words as the student's original work. Plagiarism can be intentional/deliberate or unintentional/accidental. Unintentional/Accidental plagiarism may include minor instances where an attempt to acknowledge the source exists but is incorrect or insufficient. Deliberate/Intentional plagiarism violates a student's academic integrity and exists in the following forms:

- Turning in someone else's work as the student's own (such as buying a paper and submitting it, exchanging papers or collaborating on a paper with someone else without permission, or paying someone else to write or translate a paper)
- Recycling in whole or in part previously submitted or published work or concurrently submitting the same written work where the expectation for current original work exists, including agreeing to write or sell one's own work to someone else
- Quoting or copy/pasting phrases of three words or more from someone else without citation, • Paraphrasing ideas without citation or paraphrasing incompletely, with or without correct citation, where the material too closely matches the wording or structure of the original
- Submitting an assignment with a majority of quoted or paraphrased material from other sources
- Copying images or media and inserting them into a presentation or video without citation,
- Using copyrighted soundtracks or video and inserting them into a presentation or video without citation
- Giving incorrect or nonexistent source information or inventing source information
- Performing a copyrighted piece of music in a public setting without permission
- Composing music based heavily on someone else's musical composition.

Students who violate the plagiarism policy will be dealt with according to the college's policy on plagiarism found in the student handbook. Grayson College subscribes to Turn-it-in.com which allows faculty to search the web for plagiarized material.

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## **Student Responsibility**

You have already made the decision to go to college; now the follow-up decisions on whether to commit to doing the work could very well determine whether you end up working at a good paying job in a field you enjoy or working at minimum wage for the rest of your life. Education involves a partnership that requires both students and instructors to do their parts. By entering into this partnership, you have a responsibility to show up for class, do the assignments and reading, be engaged and pay attention in class, follow directions, and put your best effort into it. You will get out of your experience here exactly what you put into it – nothing more and nothing less.

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## **TITLE IX**

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status.

Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on Title IX, please contact:

- Dr. Molly M. Harris, Title IX Coordinator (903)463-8714
- Ms. Logan Maxwell, Title IX Deputy Coordinator - South Campus (903) 415-2646
- Mr. Mike McBrayer, Title IX Deputy Coordinator - Main Campus (903) 463-8753
- Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>
- GC Police Department: (903) 463-8777- Main Campus) (903-415-2501 - South Campus)
- GC Counseling Center: (903) 463-8730
- For Any On-campus Emergencies: 911

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\*\*Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.

\*\*These descriptions and timelines are subject to change at the discretion of the Professor.

\*\* Grayson College campus-wide student policies may be found at the following URL on the College website: <https://www.grayson.edu/currentstudents/Academic%20Resources/index.html>