



UNIVERSITY of HAWAII\*  
**KAPI'OLANI**  
COMMUNITY COLLEGE

## **MKT 130: PRINCIPLES OF RETAILING**

**Course: 34007**

Spring 2012 **Last update 1/16/2012**

**Instructor:** Faustino "Dag" Dagdag

**Office:** Kopiko 110 **Office Phone:** 734-9444

**Office Hours:**

Mon:	12:30pm-1:30pm	Kopiko 110
Wed:	12:30pm-1:30pm	On-line only
	2:00pm – 3:00pm	Kopiko 110
Thur:	8:45am -9:45am	WAFB Manoa only
	2:00pm – 3:00pm	Kopiko 110
	And by appointment	

**E-mail:** dagdagf@hawaii.edu

Classroom location: Mamane 101

Time: M&W: 3:15pm – 4:30pm

**Text: RETAILING MANAGEMENT**

Michael Levy, Barton Weitz, McGraw-Hill Irwin, 8<sup>th</sup> edition

### **General Course Objectives:**

Upon successful completion of MKT 130, the student should be able to:

1. Describe the role of retailing in the free enterprise system.
2. Apply principles of store organization and operations.
3. Explain the concepts of store location, design, and layout.
4. Apply principles of the buying function.
5. Describe the techniques of retail promotion.
6. Summarize the principles of merchandise and expense control systems.
7. Construct a merchandise plan.
8. Construct an assortment plan.
9. Prepare a buying plan.
10. Calculate open-to-buy.
11. Construct a comprehensive retail store marketing plan

## SCHEDULE OF READING ASSIGNMENTS, CLASS ACTIVITIES AND DEADLINES

### January classes

Week #1: Jan 9: Course introduction & Marketing Basics

Jan 11: Marketing analytical skills and Creativity – first  
6 C's of Retailing  
Team development and formation

Week #2: **Jan 16: Martin Luther King Holiday – no class**

Jan 18: Chapter 1: Introduction to the World of Retailing

Week #3: Jan 23: Chapter 2: Types of Retail Stores  
“On line assignment”

Jan 25: Home Team Project Released  
Home Team Development – **Store Wars Research**

### February classes

Week #4: Jan 30: **On-line Quiz #1 Marketing Basics and Alignment only  
Available starting at 8am until 11pm**

Chapter 3: Multichannel Retailing

Feb 1: Chapter 4: Customer Buying Behavior  
**Team Development update & development**

Week #5: Feb 6: Store Wars” Debate

Feb 8: Chapter 5: Retail Market Strategy

Week #6: Feb 13: **Mystery Activity**

**Feb 15: On-line Quiz #2 – Chapters 1- 4 Only  
Available starting at 8am until 11pm**

Chapter 6: Financial strategy

Week #7: **Feb 20: Presidents Day Holiday – No class**

Feb 22: Chapter 7: Retail Locations  
“On-line Assignment”

Feb 24: Chapter 8: Retail Site Location

Week #8: Feb 27 Chapter 9: Human Resource Management

**Feb 29 Examination # 1 – Chapters 1-6 only – in class**

**March classes**

Week #9: Mar 5: Chapter 10: Information Systems and Supply Chain Management

Mar 7: **Mystery Activity**

Week #10: Mar 12: Chapter 11: Customer Relationship Management

Mar 14: Wal-Mart Video and Debate

Week #11: Mar 19: **On-line Quiz #3 Chapters 7-11 only**  
**Available starting at 8am until 11pm**  
Chapter 12: Managing Merchandise Planning Process  
**Costco Video**

Mar 21: Chapter 13: Buying Merchandise  
**Team update report & Development**

**Week #12: Mar 26 – Mar 30: Spring Break**

**April Classes**

Week #13: **Apr 2: Mystery Activity**

Apr 4: Chapter 14: Retail Pricing  
Pricing Exercise  
“On-line Assignment”

Week #14: Apr 9: Chapter 15: Retail Communication Mix

**Apr 11: Examination #2 Chapters 6, 7, 9,10,11, 12 Only**

Week #15: Apr 16: Chapter 16: Managing the store

Video on Service: (Curves)

Team Development report & update

Apr 18: Chapter 17: Store Layout, Design and Visual Merchandising

Week #16: Apr 23: : **All teams submit written retailing plan**

Chapter 18: Customer Service

**Apr 25: On-line Quiz #4 Chapters 14-17 only**

**Available starting at 8am until 11pm**

**Self Reflection Paper Due on Line**

### May Classes

Week #17: **Apr 30 Team #1 and Team #2 Retail marketing plan presentation**

**May 2: Team #3 and Team #4 Retail marketing plan presentation**

Week#18 **May 13: Examination #3 (Final Exam ) – Chapters  
14,15,16,17,18,19 only**

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### **Lecture PowerPoint slides:**

To help you focus on the text material for each chapter the Complete PowerPoints slides for the chapter are provided. The slides used in the face to face lecture are edited to provide focus to pinpoint areas of importance. The complete slides will be found on the “Modules Tab” under the appropriate chapter.

## **WARNING:**

Do not substitute the PowerPoint slides for the text or lectures. These slides are discussion points to further stimulate your thought processes during the weekly class sessions. Test questions, chapter quizzes and case studies will require that you **READ** the text in its entirety and **ATTEND** the class sessions.

## **Required Text and Selected Reading Articles**

The assigned text is required for the course. Instruction and discussions will be centered on the chapters in the text. In addition to the text assigned readings from articles primarily from the American Management Association will be assigned. Examinations and quizzes will be developed from text, assigned reading, instructional lectures, instructor chapter comments and on-line discussions.

## **Required reading: Instructor Chapter Comments and instructional lectures**

The instructor will provide lecture comments to selected chapters of the text. These chapter comments are intended to give additional insight into the subject. These comments are required reading and will serve as instructional lectures.

## **On-line Discussions:**

The instructor will conduct on-line discussions on various topics throughout the semester. These discussions will be announced via "Announcements" and the on-line discussion will take place in the "**Discussions and Private messages**" tab of the Lualima course site.

Students cannot pass this course without participation in the on-line discussions. Student's contribution during discussions must be as an active participant to the discussion and not simply check into the site then check out.

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## **ATTENDANCE, IN-CLASS ACTIVITIES and PARTICIPATION:**

- Regular Class Attendance and promptness is expected and will be reflected in your final grade (See grading criteria ). Promptness will be measured as being in the classroom at the start of the session.
- Student No Shows and Drop outs: Students who disappear without formally dropping the course will receive the grade of "**F**" at the end of the semester.

- In instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so will adversely affect their final grade.
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### **Required: On-line Limited Timed Quizzes:**

There will be **4 end of chapter quizzes**. The quizzes are designed to prepare a student for upcoming exams and keep them on a study track during the semester. Quiz dates are listed in the syllabus and will be administered during the indicated dates and times on the Lulima course site. Each quiz will cover 2-3 chapters as indicated in the syllabus. Each quiz will be worth **10 or 5** points for a total of **35** points for all quizzes

All on-line quizzes are limited timed quizzes. A student will have only one timed session for the quiz and you will have only one opportunity to submit the answer to the question. The quiz will be assigned a time range in which the student may take the quiz within a given range of time and day(s) that is indicated on the syllabus. At the end of that time range the quiz will be automatically withdrawn from the Lulima site. If a student fails to take the quiz within the given time range the student will be deemed to have missed the quiz. Missed quizzes cannot be made up.

***The quizzes will be timed with a maximum number of minutes as determined by the quiz (usually 10 minutes).*** Once a student begins the quiz an automatic timer begins at the end of the designated minutes the quiz will automatically stop. A student need's to submit their completed quiz before the time expires.

Students are held **fully responsible** for knowing quiz dates & times as indicated on the course syllabus. The instructor is not responsible to issue any warning on upcoming quizzes, **except when changes** to the original quiz date or time are made.

All quiz questions will be derived from the assigned text, supplemental reading, lectures and class discussions.

**Warning:** A student is required to take **ALL QUIZZES** to be eligible to receive a passing grade for the course.

### **Warning: Your personal equipment failure**

Failing to submit or complete a quiz or exam due to reasons relating to your personal computer equipment or your personal method of access or browser to the site does not constitute a reason to re-take the exam or quiz.

## **Required: In Class Face to Face EXAMINATIONS:**

***All exams will be administered in the classroom*** on the date & time indicated in the syllabus. Students are held *fully responsible* for knowing exam dates & time. The instructor is not responsible to issue any warning regarding upcoming exams, **except changes** to the original exam date or time if necessary. All exam questions will be derived from the text, lectures, supplemental reading and video presentations.

A student is required to take **ALL 3 EXAMINATIONS** to be eligible to receive a passing grade for the course.

## **NO MAKE UP EXAMS:**

Make up exams ***are not permitted*** unless the cause for an exam absence is extreme, e.g, severe sickness requiring medical attention and verifiable to the instructor. In such a situation the instructor would require a written confirmation of the medical condition from the attending medical source.

In the extreme event that a makeup exam is allowed by the instructor the instructor has the option of deducting penalty points from the exam for the tardiness of taking the exam. The point deduction will be severe, so all efforts should be made to take the exam at the appointed date & time.

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## **Student Teams and Team Collaborative Projects:**

The class will be divided into student project teams. Students in the class will be randomly assigned to two student teams. Each team is described below:

### **Home Team:**

Your home team will be your permanent team throughout the semester. This team will be responsible for producing the "Formal Management Retention Plan". This team will consist of 4-7 students (depending on class size)

### **Visiting Team:**

Your visiting team will be a temporary team assembled to produce a short collaborative assignment. Team size will depend on class size and assignment requirements

Each student team member will earn grading points based on 2 criteria: (1) points awarded by the instructor. The points will be awarded based on how effective the team was in meeting the requirements of the project as well as content presentation, content

logic, creativity, class participation, and finally professionalism and quality of the delivery will be key factors in the final grade. (2) Points awarded by their fellow team members to rate the individual's performance and productivity as a team member.

## **Student Project Teams**

The profession of marketing is an interactive, interpersonal collaborative profession where professional marketers must in the course of executing their tasks and responsibilities engage in dynamic interpersonal interactive communications and activities by working in teams to achieve the organizations objectives. To simulate this interactive working environment, the class will be divided into **3 Teams** of 6-7 members. The members will be randomly chosen. The teams will remain intact for the duration of the course. The members will act as if they were an independent organization to complete the various assignments and projects that this course requires.

## **Team Member Performance Assessments and Free Riding Team**

### **Members:**

An essential requirement of successful real world business organizations is working in teams with a collaborative, productive and efficient working team member relationship. **"Free riding"** which is defined as someone who fails to complete required team tasks, fail to provide necessary team participation and cooperation, fail to meet with team members at regular scheduled meeting, fail to respond to team communication efforts and overall fail to be a productive member of the team, yet expects the same compensation, points, grade, benefits and other rewards as those who performed the required work. Such "Free Riding" behavior in real world settings is usually dealt with severe negative consequences such as withholding of rewards, demotions and termination.

This course's team project is **not** an opportunity to "Free Ride". To discourage this type of negative behavior a large part of a student's final team points will be dependent upon the final rating from his / her fellow team members. Each student team member at the conclusion of each project presentation will be rated by each of their fellow team members based on a formal rating system. The final rating will have a high of 10 or 5 points depending on the presentation type. The lowest rating is 0-1 which indicates that the team member was a non-contributor to the project results. In the event a student receives such low a cumulative rating, severe penalty points will be deducted from that student final project point awarded. In extreme circumstances the "Free Riding" student may earn no points for the project.

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## ***STUDENT TEAM PROJECT:***

The actual project will be released to students at a later date.



## **STUDENT TEAM PROJECT:**

### **Grading:**

Each team member will earn grading points based on 3 criteria: (1) points awarded by the instructor. The points will be awarded based on how effective the team was in meeting the requirements of the project as well as content presentation, content logic, creativity, class participation, and finally professionalism and quality of the delivery of the presentation will be key factors in the final grade. Points awarded will range from a minimum of 0 points to a maximum of 90 points. (2) Points awarded by their fellow team members to rate the individual's performance and productivity as a team member. Individual team member points awarded will range from a minimum of 0 to a maximum of 15 points. (3) Final individual student team points will be awarded based on their rating from their fellow team mates. Students receiving ratings of 0-1 may have points deducted for non-participation in the team assignment. Further detailed explanations of the grading procedure will be discussed in the class.

### **Keys to Success:**

This project is designed such that the marketing plan is being built as the course progresses through the subjects necessary to build such a plan. The keys to successfully writing the plan are: (1) Start early (2) build the plan over the course of the entire semester (3) develop a written schedule of activities to complete each component of the plan (4) Create a channel of effective communication and interaction between team members (5) Establish responsibility and accountability for each team member. (6) Develop a responsive team environment.

**KEY to failure:** *A word of warning:* The absolute single way to be certain to fail on this project is to start too late. This plan cannot be successfully built in the last 3 weeks of the course. The plan must be built as the semester progresses.

### **Required Retailer Agreement Business Participation Agreement:**

The final retail marketing plan will be deemed property of Kapi'olani Community College under copyright and can be shared only with the original business owner as an ***exercise only and not have any market value implied or expressed as to its content*** and that any application by the business owner will be upon their own responsibility and any outcome of such an application will be at their own risk. The ***Business Participation agreement*** must be signed by the business owner **prior to beginning** the project.

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## Case Study Challenges

Marketers must be able to view a situation and make decisions as to what would be the best course of action to satisfy customers and maximize profitability. This often forces a marketer to at times take opposing viewpoints from the main stream. In the case study challenge the class will be given a case study from the text. Each team will then be given by the instructor a specific frame of view to take on the case study. The team will then present their oral argument as to why their view is the right and best position. There will be two challenges the first will be oral and the second will be online.

### Oral challenge:

Each team will have 10 minutes to state their case with 5 minutes of rebuttal from the class. The team will also submit a written outline of the argument. All team members must be present to make the presentation or field questions. Team members missing from this challenge will not earn points for the challenge.

### Grading:

Each team will have the opportunity to earn up to 20 points per member based on the presentation content logic, professional presentation and successful persuasiveness. All team members must be present to make the presentation or field questions. Team members missing from this challenge will not earn points for the challenge

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## On-line Discussions:

The instructor will conduct on-line discussions on various topics throughout the semester. These discussions will be announced via “**Announcements**” and the on-line discussion will take place in the “**Discussions and Private messages**” tab of the Lualima course site.

Students cannot pass this course without participation in the on-line discussions. Student's contribution during discussions must be as an active participant to the discussion and not simply check into the site then check out.

Points for these on-line discussions will be counted in your participation points section of the grading

## Individual On-line Mini-Case Studies:

To help you place the concepts into work situations there will be 2 mini-case studies on selected chapters as indicated in the syllabus schedule. These case studies will require you to answer the questions at the end of each case utilizing concepts from that chapter. The case studies will be graded from 0-10 points for a maximum total 30 points for all case studies. The points you

receive will be determined by the quality and completeness of your answer utilizing the concepts in that chapter. A student may receive between 0 – 10 points based on this criterion.

All case studies will be posted under the assignments tab of Lulima and will be designated as case study. The deadline for submittal of the case study will be posted with the case study. Missing the deadline will result in no points being allocated for the case study. So it is highly recommended that you frequently consult your syllabus on for announcements on case studies on Lulima.

Submittals for the case studies are time sensitive, failure to submit a case response on time will result in a missed assignment. Missed case studies cannot be made up.

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### **On-line Assignments:**

There will be On-line assignments requiring you to respond on various subjects to provide your ideas, thoughts or answer on the required subject. These assignments are in the nature of getting feedback from you regarding your ideas, concerns and questions. A total of 15 assignment points are allocated for the course.

Submittals for the assignments are time sensitive, failure to submit an assignment response on time will result in a missed assignment. Missed assignments cannot be made up.

The assignments will be announced via “Announcements” on Lulima, so check your Lulima frequently during the week.

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### **Self Reflection Paper:**

You will be required to write an end of semester self reflection paper. This paper will ask you to reflect on your experience during the class and how you have changed or not changed regarding your perception of management and its affect on an organization

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### **Lulima: UH on-line System**

“Lulima” is the official on line venue for the University of Hawaii system. The course content , class activities, discussions, quizzes and examinations and student interactions will **utilize only this venue.**

Laulima for this course will be accessed through the following web address:

**Laulima @ Hawaii.edu log** in by using your University of Hawaii e-mail log on user name and password. The site will open up to your courses click on Mkt-130 and you will see the course site.

**If you do not have an official UH student e-mail account you must have one setup.**

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"If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office, Iliahi 113, 734-9552 , or email [kapdss@hawaii.edu](mailto:kapdss@hawaii.edu) for assistance."

*For academic advising for Business Legal and Technology student please contact the BLT educational advisors:*

Cynthia Kimura at [ckimura@hawaii.edu](mailto:ckimura@hawaii.edu) ph: 734-9107 office: Kopiko 109

Melvin Jadulang at [melvin@hawaii.edu](mailto:melvin@hawaii.edu) ph: 734-9017 office: Kopko 111

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### **In-Class Room Restrictions:**

While the class is in session:

- No Eating of food or Drinking of beverages
- Smoking is prohibited within class and observance of the State of Hawaii smoking laws will be upheld.
- No use of Mobile phones, PDA's, I-Pods or other hand held communication devices while class is in session.
- No use of the internet is allowed while class is in session other than in approved class projects as given by the instructor.
- Recording by Students for Study Purposes:  
With the prior permission of the instructor and the consent of other students in attendance, an enrolled student may make an audio recording of the lecture or class presentations only for the purposes of individual or group study with other students enrolled in the same class. Students must obtain prior permission from the instructor each time they wish to make a recording. The instructor must assure that each student attending the class on that occasion is aware of the recording and has agreed to be recorded. Student-initiated video recording and use of any other electronic means of capturing or

transmitting class presentations or lectures for note taking purposes is not permitted in Extension classes.

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### **On-Line Class Restrictions:**

The netiquette guidelines which are available for your review and understanding at the URL listed on the Lualaba course site under the "On-line Learning Orientation" tab you should know "module for the course will be strictly enforced."

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### **CHEATING:**

No form of cheating or plagiarism will be tolerated. Such actions will be dealt with in accordance with the procedure set forth in the college catalog.

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### **Office Hours:**

- The Instructor's normal office hours are listed at the beginning of this syllabus.
  - On-line office hours are the same as the normal office hours.
  - The instructor will not return or answer e-mails on weekends, holidays, and after 5pm on days that office hours are held. If e-mails are sent on days that there are no office hours the instructor will return e-mails upon the next day with office hours.
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### **SEMESTER GRADING CRITERIA**

The total number of points accumulated during the semester determines your grade. The Point Values for each of the major scoring activities are as follows:

Class weekly participation	25 points
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