



UNIVERSITY OF  
**ARKANSAS**  
SAM M. WALTON  
COLLEGE OF BUSINESS

## COURSE SYLLABUS

Course: **MKTG 4433 Retail Strategy**

Prerequisite: MKTG 3433

### **Course Overview:**

Retail in all of its various forms is an integral part of our world. Annual U.S. retail store sales currently exceed \$4 trillion and make up over 30% of our economy. Approximately one sixth of the labor force in the U.S. is employed by traditional retailers.

Retail impacts all of our lives, whether we are working in a retail store, acting as a supplier to a retailer, or simply shopping within a retail store. Understanding what retailing is and the basics of the retail process is important in helping us improve these interactions.

The content of this course will focus on familiarizing students with the decisions involved in running a retail firm and the concepts and principles behind those decisions. Attention will be devoted to strategic planning in retail, retail institutions, consumer retailing research, retail organizational structures, communicating with the customers, pricing, retail finance and current retail trends.

A variety of teaching methods will be used throughout the semester, including lecture, class discussions, guest speakers and case studies.

### **Textbook:**

Levy, Michael and Barton A. Weitz; Retailing Management, 8th Edition. McGraw-Hill Irwin.

Various articles.

“Retail News Today.” RetailWire. Retrieved August 17, 2011.

<http://www.retailwire.com/headlines>

### **Grading Distribution:**

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Below 60%	F

## Grading:

1. Your final grade for this course will be determined using the scheme below:

Merchandising Assignment(s)	30
Retail Math Homework Assignments	30
Exam #1	100
Exam #2	100
Exam #3	100
Exam #4	100
TOTAL POINTS	460

Letter grades for the course will be based on a traditional scale:

90% - 100%	=	grade of A
80% - 89%	=	grade of B
70% - 79%	=	grade of C
60% - 69%	=	grade of D
< 59%	=	grade of F

2. Each of you is expected to be an active participant in the classroom, asking questions and engaging in discussions. Attendance and class participation are absolutely necessary to your success in this class.

3. Assignments are due at the beginning of the course period. Assignments will not be accepted after class or during office hours.

3. Students with an excused absence for one of the exams will be allowed to take a make-up exam during the final day of class. An excused absence is one that has been approved by me prior to the exam. Absence from an exam without prior approval will result in a zero grade for that exam.

3. There will be at least three versions of every exam. These will be distributed in a randomized order.

4. If exams are discussed in class, you will be required to return them to me prior to leaving the classroom. Anyone not returning an exam will receive a 0.

5. I do not discuss anyone's grade over the telephone or via e-mail, not with any student or any employee of the University by University of Arkansas policy.

6. If you have a concern regarding a grade, you have 7 days from the date the grade is posted to Blackboard to dispute this grade. After that time the grade becomes permanent.

**Attendance Policy:**

1. If you should miss a class period, please see another student for copies of that day’s lecture notes.
2. Use only class-related materials during class time. Use of cellular phones for any purpose during class is prohibited. If you violate this policy, you will be asked to leave the class.

**Academic Dishonesty:**

Academic dishonesty will not be tolerated. This includes but is not limited to: plagiarizing; cheating on tests; stealing of test or other academic materials. See the current edition of the U of A Catalog of Studies for definitions and procedures. The complete Catalog of Studies is also available online.

**Inclement Weather Policy:**

The official University of Arkansas policy will be followed with regard to cancellations due to bad weather. You are responsible for verifying at 575-7000, 575-2000, or <http://uark.edu> regarding weather conditions. If the weather is such that it does not merit school closing, but you are unable to arrive safely at class on time, use your best judgment as to whether it is safe for you to get to class.

**Disclaimer:**

The instructor reserves the right to make any changes in the syllabus and the requirements for successfully completing the course.

**University Calendar:**

The University’s Fall 2012 calendar is available online as is the complete final examination schedule.

**Tentative Topical Outline:**

See the Class Calendar. Topics will be developed further as the course progress. Topics are subject to change at the instructors’ discretion.

**Lifelines:**

Name		Name	
Phone		Phone	
E-mail		E-mail	