

RETL 2980 Retail Operations

TR 11:00-12:20 • Chil 387

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Office hours: Tuesday 12:30 – 1:30 pm;

Prerequisites: None

Required Textbook: Retailing Management 9th ed, Levy, Weitz & Grewal, McGraw-Hill

Course Description: Detailed study of operations within and pertaining to a retail organization. Emphasis on the physical store, multi-channel management, and policy development.

Course Objectives:

1. Understand basic and complex retail structures that include both bricks-and-mortar organizations and omnichannel enterprises.
2. Demonstrate an understanding of the importance of location and store image as they pertain to targeted customer shopping dynamics.
3. Understand the financial impact that sales, staffing, asset loss, and shortage can have on profitability.
4. Learn how to oversee the store's physical condition and appearance.
5. Analyze commonly used policies, procedures and best practices regarding daily operations, cash handling, financial control and store security.
6. Analyze commonly used policies, procedures and best practices regarding customer service, selling, and personnel management.

Course website

<http://learn.unt.edu> Syllabus, assignment guidelines, grade rubric for the assignments, and announcement will be posted online. Check the course website periodically.

Assignments
1. Daily activities: 20 points
2. Project : 200 points
3. Assignment: 50 points each
4. Exam : 50 points each X 4 exams
Required Events: 20 points each. Detailed information of the events will be announced in class

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:
A = 90 - 100%, B = 80 - 89%, C = 70 – 79%, D = 60 – 69%

Lagniappe means something extra. When I calculate the semester grade, I determine if there are any students needing only a point or two for the next highest letter grade. Students who have attended all classes and submitted all assignments are given a lagniappe (a little something extra). The lagniappe sometimes makes a big difference!

COURSE POLICIES

Sending e-mail:

When sending e-mails, be sure to put “RETL 2980” in the Subject line.

GENERAL FORMAT FOR ASSIGNMENTS

Unless otherwise specified, assignments submitted should be prepared according to the following guidelines:

1. Documents should be computer generated, double-spaced, use 12 pt traditional (Times New Roman, Arial) font with 1” margins on all sides.
2. On the top left corner of the first page, provide:
 - a. Your name
 - b. Date
 - c. RETL 2980
 - d. Name of assignment
 - e. Number pages in header on all pages except first.
3. Some assignments will be submitted through Blackboard using Turnitin. Please do not put your name or information on the assignment as this information is provided automatically when you upload your work.
4. On papers, use headings and paragraphs to organize your writing. If you are responding to a question, **include the question you are answering to.**
5. Correct spelling, grammar and punctuation, and consistent formatting are expected.
6. Please use spell check AND proofread. We all make enough mistakes even when we do proofread—let’s try to eliminate as many errors as possible. Check for common errors on the computer (e.g., there vs their; where vs were; defiantly vs definitely, their vs there).
7. Use **third person** when writing and avoid personal pronouns (e.g., I, my, you).
8. **Avoid using Wikipedia** as your source. Anyone can add to or alter these entries, which raise a question of how credible they are. Use library database (e.g. Business Source Complete) to search for articles and reports published in newspapers, trade magazines, and academic and business journals.
9. Paraphrase rather than using quotations.

Late assignments are not accepted so please plan accordingly.

SPOT (Student Perceptions Of Teaching) is a requirement for all organized classes at UNT. I value your feedback and consider the SPOT to be an important part of your participation in this class.

Date	Topic	Chapter	Assignment
Aug 30	Course framework - Myths		In-class assignment (ICA)
Sept 1	Perspectives on retailing	1	ICA
Sep 6	Retail characteristics	2	ICA
Sep 8 Sep 13	Omni-channel convergence	3	ICA
Sep 15	Consumer decision and buying processes	4	ICA - Assignment #1 Due
Sep 20	Small group discussion		ICA
Sep 22	Exam 1 (Chapters 1 – 4)		ICA
Sep 27	Central concepts, global growth, sustainability	5	ICA
Sep 29	Merchandising Expo – Gateway 35		ICA
Oct 4	Financial strategy – financial, societal, personal	6	ICA
Oct 6	Location strategy	7	ICA
Oct 11	Site locations	8	ICA - Project – Part A
Oct 13	Human resource management	9	ICA
Oct 18	Exam 2 (Chapters 5 – 9)		
Oct 20	Small group discussions		ICA
Oct 25	Information and merchandising flow	10	ICA
Oct 27	CRM	11	ICA
Nov 1	Merchandise management	12	ICA
Nov 3	Merchandise buying strategies	13	ICA
Nov 8	Retail pricing strategies	14	ICA
Nov 10	Exam 3 (Chapters 10-14)		
Nov 15	Retail communications	15	ICA
Nov 17	Managing the store	16	ICA
Nov 22	Store layout, design, and visual merchandising	17	ICA
Nov 24	Happy Thanksgiving!		
Nov 29	Case study		ICA
Dec 1	Creating advantages through customer service	18	ICA
Dec 6	Case study		ICA
Dec 8	Review for final exam		
Dec 13	Comprehensive Final Exam 10:30 – 12:30		
This schedule may be changed when deemed beneficial for students.			