



Sem: SP23

Class Day/Time: 4:30-5:50 PM

Room: Scott Lab E004

Instructor: Brian Hipsher

E-mail: hipsher.30@osu.edu

Office Hours: By Appointment

Location: By Appointment

Course Description:

Retail Management will provide students with an introduction to the basic concepts needed to run a successful retail organization in today's competitive environment. We will review and discuss the key issues, and strategic decisions that retailers face as they design and effectively manage retail and e-commerce operations. We will examine how current trends impact the future of retailing as it relates to marketing, location selection, distribution, human resources, inventory control, customer service, and management of expenses and profit margins.

Course Learning Outcomes: By the end of the course, student should be able to:

- Identify the basic definition and application of the “four Ps” in a retail setting.
- Articulate a fundamental understanding of the key strategic issues faced by retailers.
- Identify the key strategies that retail / e-commerce organizations can use regarding marketing, location, customer service, inventory control, and expense and margin controls.
- Identify factors that impact the potential success or failure of a retail / e-commerce organization.
- Articulate how basic retailing concepts are applicable across a wide range of industries and career options.
- Implement strategies for developing key skills in critical thinking, analysis, and expressing perceptions and opinions in both oral and written communication.
- Demonstrate the ability to recognize and address issues and/or trends that can significantly impact the future of retailing.
- Appreciate the potential of retailers to impact and enhance various markets and audiences.

Pre-Requirements:

BUSML 4201 & 4202; BUSMHR 2292.

Required Texts/Materials:

<https://www.mheducation.com/highered/product/retailing-management-levy-weitz/M9781264157440.html>

Title: Retailing Management 11e **Connect Access Required**

ISBN (13): 9781265279752 **Author(s):** Levy & Grewal **Year:** 2023 (11e)

Publisher: Wiley

Note: Be sure to get Connect Access.

Title: Top Hat

Note: For attendance

<https://app.tophat.com/e/719918>

Evaluation Criteria:

Graded Components	% of Total	Type
Attendance & Participation	10%	N †
Exercises	10%	N †
Midterm Exam	20%	N †
Final Exam	20%	N †
Quizzes	40%	N †

Requirements for each form of graded component.

Failing to follow these will represent academic misconduct. See below.

Independent Work [N †]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [C ‡]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Collaboration Optional [O †]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Policies,
Services and Resources
(go.osu.edu/UPolicies)



Fisher Undergraduate
Handbook and QuickLinks
(www.bsbalinks.com)



Fisher Navigator
Resource Portal
(www.nav-1.com)



University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

Course Format and How this Course Works:

- **Course Format:** In-person
- **Mode of Delivery:** Discussion, lecture, and student presentations
- **Credit hours and work expectations:** This is a **3.0-credit-hour course**. According to [Ohio State policy](#), students should expect 3 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.
- **Attendance and participation requirements:** Class attendance will be tracked throughout the semester using Top Hat & Carmen, and is a graded component of the course. Students who are unable to attend class should not take this course. Participation during class discussion will also be tracked and graded (see below for grading details). Students are expected to engage in discussions and activities throughout the semester.
- **Office hours and live sessions:** All live, scheduled lectures and guest speakers for the course are mandatory. Meetings with the professor are encouraged as needed and by appointment.

- **Disenrolled:** Any student who fails to attend an in-person class or complete an online assignment for an online course, without giving prior notification to the instructor, will be disenrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

Graded Component Details

Class Attendance & Participation: A student's attendance and active participation is critical to success in class and is also expected and required in the workplace. Attendance will be taken via Top Hat. If you are going to be absent from class, please email me in advance and your absence will be excused for adequate cause. No call, no show, not cool!

Student participation will be based on consistent & observed class attendance, contribution to in-class discussions, and active support of your teammates & classmates. Chapter reading should be completed before class. We may also host guest speakers from industry, and your attendance and intelligent questioning of them is critical.

Exercises: Most weeks an exercise will be assigned. Exercises will be submitted in Carmen before class. Multiple students will be chosen at random during class to present their work to the class. Each student should be prepared to discuss their work. Lack of preparation or failing to submit or complete an exercise when assigned will result in point deductions.

Quizzes: Each week, one-or-more chapter quizzes may be assigned and must be completed by the due date & time designated. Quizzes should be complete by Saturday at 11:00pm the week they are assigned. Quizzes are designed to confirm your comprehension & retention of key material, as well as to build your preparation for the midterm & final exams. Quizzes can be taken twice, with the best score used, so long as they are complete prior to the deadline.

Midterm Exam: A midterm exam will be given midway through the course, on Carmen, covering readings to that date, as well as lecture concepts and homework exercises. Any student failing to take the midterm exam on the scheduled date will not be able to make-up the exam except in the event of extraordinary situations. Student minor illnesses, schedule conflicts, tardiness, travel plans, or unscheduled vacations do not constitute extraordinary situations to be considered for midterm exam make-up. If you feel there is a legitimate need to take the midterm exam early or immediately following the scheduled date, please notify me via email a week prior to the midterm.

Final Exam: A final exam will be given at the conclusion of the course, on Carmen, covering any material introduced after the midterm. Any student failing to take the final exam on the scheduled date will not be able to make-up the exam except in the event of extraordinary situations. Student minor illnesses, schedule conflicts, tardiness, travel plans, or unscheduled vacations do not constitute extraordinary situations to be considered for final exam make-up. If you feel there is a legitimate need to take the final exam early or immediately following the scheduled date, please notify me via email a week prior to the final exam.

Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Note: Above percentages are % of overall points earned

Additional Policies

Testing Policy:

Both exams will be held via Carmen. If you have SLDS concessions, please let me know at the start of the course, and we'll work to get your exams set up to meet your needs.

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Course Technology:

For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help servicedesk@osu.edu

1. Baseline technical skills for online courses.
 - Basic computer and web-browsing skills
 - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
3. Required Equipment
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
 - Webcam: built-in or external webcam, fully installed and tested
 - Microphone: built-in laptop or tablet mic or external microphone
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
 - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
 - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy.

Additional Course Resources

Course Schedule (Subject to Change)

Date	Topic	Required Reading&Activities Before Class	After Class
1/9/2022	Syllabus Review, World of Retail	During Class: Chapter 1	
1/11/2023	Types of Retailers	Chapter 2	Quiz 1, 2 (by Saturday)
1/16/2023	<i>Martin Luther King Day - No Class</i>		
1/18/2023	Digital Retailing	Chapter 3, Exercise #1	Quiz 3 (by Saturday)
1/23/2022	Multichannel & Omnichannel	Chapter 4, Exercise #2	
1/25/2022	Consumer Behavior	Chapter 5	Quiz 4,5 (by Saturday)
1/30/2022	Retail Market Strategy	Chapter 6, Exercise #3	
2/1/2022	Financial Strategy	Chapter 7	Quiz 6,7 (by Saturday)
2/6/2022	Retail Locations	Chapter 8, Exercise #4	
2/8/2022	Retail Site Selection	Chapter 9	Quiz 8,9 (by Saturday)
2/13/2022	Information Systems & SCM	Chapter 10, Exercise #5	
2/15/2022	Customer Relationship Mgmt	Chapter 11	Quiz 10,11 (by Saturday)
2/20/2022	Mid-Term Review		
2/22/2022	Mid-Term Exam		
2/27/2022	No Class - TBD activities	TBD	TBD
3/1/2022	No Class - TBD activities	TBD	TBD
3/6/2022	Merchandise Planning Process	Chapter 12, Exercise #6	
3/8/2022	Buying Merchandise	Chapter 13	Quiz 12,13 (by Saturday)
3/13/2022	Spring Break		
3/15/2022	Spring Break		
3/20/2022	Retail Pricing	Chapter 14	
3/22/2022	Retail Communication Mix	Chapter 15, Exercise #7	Quiz 14,15 (by Saturday)
3/27/2022	Human Resources & Store Mgmt	Chapter 16, Exercise #8	
3/29/2022	Store Layout, Design & Visual Mrch	Chapter 17 (Guest Speaker)	Quiz 16,17 (by Saturday)
4/3/2022	Customer Service	Chapter 18, Exercise #9	
4/5/2022	Amazon	Case Study 1	
4/10/2022	Tractor Supply	Case Study 5	
4/12/2022	Blue Tomato	Case Study 10	
4/17/2022	Diamonds	Case Study 21	
4/19/2022	Final Review		
4/24/2022	Final Exam		