

Fall 2015

MKT 3552

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University of New Orleans

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UNIVERSITY OF NEW ORLEANS
MKT 3552 - Retailing
Section 476 Online Course - Fall 2015

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Prerequisites: MKT 3501

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Student Verification Procedures and Important Course Requirement

To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

Students are required to have a reliable internet connection, such as the universities computer lab or a hard-wired connection (not wireless) for this course in order to use Moodle. Students should use their own UNO secure log in and passwords for Moodle to complete all coursework, graded assignments, quizzes, and exams on an individual basis. Quizzes and exams are scheduled to be taken online via Moodle.

The Final Exam will be required to be taken online in Moodle using Proctor U Online Testing Center. The University of New Orleans partners with Proctor U, a live, online proctoring service that allows students to complete exams from any location using a computer, webcam, and reliable internet connection. The cost is approximately \$20-\$25. You will need to schedule your appointment with Proctor U no later than November 25th (and to avoid additional costs). Below are some of the main components you will need to take the Final Exam via Proctor U.

- A well-working computer running Windows XP or higher with 1024 MB of RAM or higher
- Web cam with 640x480 pixel resolution (web cams built into laptops or monitors are acceptable)
- Headphones or working speakers connected to the computer
- Microphone connected to the computer (your web cam or laptop may already have one built into it)
- A reliable high speed internet connection (minimum 768 Kbps/384 Kbps Download/Upload)
- A web browser with Adobe Flash Player installed

You are required to test your equipment by visiting <https://www.proctoru.com/portal/uno/techspecs> to ensure you meet all technical specifications for using Proctor U no later than November 25th.

For any questions regarding Proctor U, please call 504-280-7133 or email global@uno.edu. You can also visit <http://www.uno.edu/globaluno/online-testing.aspx> and <http://www.proctoru.com/portal/uno> for more information. If for some reason, the administration of any tests or final exam does not interface as expected, you will be required to take in person on the UNO Lakefront campus on the dates and times specified by the instructor or via Proctor U. Please be aware of this caveat.

E-Mail Policy

***Before emailing me, please read the syllabus thoroughly to double check that the answer isn't already addressed in this document.** I will send important emails to you during the semester, so make sure you read your UNO emails timely and that your mailbox is not full. Students are responsible for all e-mail communications from the instructor to their UNO email along with any announcements posted in Moodle.

****Please comply with all of the following guidelines in all emails sent to me. If you do not follow all of these instructions, I will not respond to your email.**

1. Always use a subject line that includes the COURSE ID and email me from your UNO email.
*Subject: **MKT 3552-476 Question about...***
2. In the email please include your full name and phone number(s) for me to reach you. Due to viruses, I do not read email if I do not recognize the sender, and I do not open attachments.
3. Send timely e-mails (please do not wait until the last minute to ask questions).
4. Please make sure you know all of the information in this syllabus. You will need to continually reference this syllabus throughout the semester. Please do not be upset if you email me and I refer you to the syllabus.

Required Textbook

You must have the book no later than the first week of classes in order to start taking the assigned quizzes. If you do NOT have the book by the end of the first week of the semester, you are REQUIRED to notify me immediately (no later than August 26, 2015) and drop the course if you cannot get the book in time to take the required quizzes by the due dates. **I have a textbook on reserve in the library that can be checked out for 2 hours at a time.**

UNO Bookstore:

I have ordered a custom version that omits 2 chapters we will not focus on this semester to save you money.

Textbook: Retailing Management 9th Edition by Levy, Weitz, Grewal – loose leaf custom version

By: Levy, Weitz, Grewal

Publisher: McGraw Hill

ISBN-10: 1308422601 or ISBN-13: 978-81308422602 (same book, but there are two numbering systems a 10 and a 13 digit ISBN)

Course Description

This course provides an overview of retailing and its role within businesses. Retailing is a combination of planned marketing activities used to sell products to a final consumer. A significant amount of research, planning, execution and evaluation goes into a successful retail management strategy.

Course Learning Objectives

Course objectives are to understand:

- the retailing process
- retailing terminology and concepts
- basic practices and problems in retailing and the skills involved in marketing management
- the importance of consumer behavior and the interdisciplinary approach in solving retailing problems
- marketing as a career in sales, retailing, advertising, marketing research, wholesaling, packaging, and physical distribution

Grading Policy and Grading Scale

The grade you receive at the end of the semester is the grade you earn. Please review the following information carefully, so that you will be clear on what you have to do to earn your desired grade. **I do not offer extra credit.**

<u>Grading</u>	<u>Points</u>		<u>Grading Scale</u>	
Moodle Profile – see Moodle for deadline	-			
Chapter Quizzes (12 @ 25 points each) <i>see course schedule in this syllabus and Moodle for deadlines – 13 quizzes will be assigned, but the lowest quiz score will be dropped</i>	300		90-100%	A
Final Exam via Proctor U	<u>200</u>		80-89%	B
Total	500		70-79%	C
			60-69%	D
			0-59%	F

Note: To calculate your percentage grade, please take your total # of points earned and divide it by 500.

* If applicable, assignments that are collected and counted as part of your grade will be randomly selected from the ones assigned during the semester.

The final course grade will be based on your total course points adjusted as appropriate to reflect the instructor's subjective evaluation, especially if you are just below a grade cutoff.

Moodle will have your official grades. You are responsible for checking your grades in Moodle in a timely manner. If a discrepancy exists with your Moodle grades, you are required to notify me immediately, but no later than November 29, 2015, so the discrepancy can be researched. After that date, the grades will be finalized and you will lose your right to challenge a recorded score.

Moodle and Moodle Profile

You MUST be familiar with Moodle. It is your responsibility to learn how to navigate Moodle and to check it regularly. Students should use their own secure log in and passwords for Moodle to complete all coursework and graded assignments. You must check Moodle regularly for any updates, announcements, quiz due dates, assignments, etc.

Your first task in this course is to create a **Moodle Profile**. To create your personalized profile, under Settings, click on My Profile tab. Create your profile including uploading a picture. Your picture should be a head shot that is completely visible. You should adjust the dimensions of your picture to ensure a proper fit. In order to complete this task, you are required to take a one question quiz in Moodle confirming that you followed and completed these instructions by the due date.

Moodle Rules To Follow

- Before taking a quiz and/or exam, verify you have a reliable Internet connection. *If you are disconnected for any reason other than a problem with the UNO computer system, you will be locked out of the quiz/exam. Should this occur, you will receive a zero for the quiz/exam. Unless the problem can be traced to the UNO computer system going down, the quiz/exam will not be unlocked, so that you can continue it or take it over.*
Moodle keeps amazingly accurate records and all claims will be verified with the Moodle Administrator.
- Finish the quiz/exam once you start it.
- Email me immediately if a quiz/exam cannot be accessed during the Posted Day/Time.

Chapter Quizzes

Read each chapter before taking the corresponding chapter quiz. Chapter quizzes count toward your grade. Some weeks you may have more than one chapter quiz deadline. Please pay close attention to the course schedule and due dates/times listed in the syllabus and/or Moodle. All quizzes can be taken prior to the deadline, but not after.

Please note that the chapter quiz questions are randomly selected from a pool of questions. Therefore, each student will have a different set of questions for their chapter quizzes. Chapter quizzes must be taken individually. Please see below regarding additional important information.

1. Chapter quizzes will contain multiple-choice and/or true/false questions via Moodle.
2. Each chapter quiz is approximately 20 questions.
3. There is a **time limit of 22 minutes** (the time limit is subject to revision as determined by the instructor) for each chapter quiz, so you must be prepared prior to starting (read and study the chapter). **If you do not read the chapter and study the chapter BEFORE taking a quiz, this could be disastrous for your grade.** It is your responsibility to keep track of your time. A timer will appear to help you keep track of the minutes. Once you begin the exam or quiz, you must complete it without stopping, within above noted time period. You cannot stop and return to complete it at a later time. Your exam or quiz will shut down once your time is up.
4. You will only have one attempt per quiz. The quiz will time out on the due date and time. Therefore, the quizzes will not be accessible and cannot be re-opened. If you miss a deadline, your grade will be zero. **No makeup quizzes will be given.** You are given ample time to complete each quiz by the deadline(s). The chapter quizzes are typically due by 11:59 PM Central Time Zone on the posted due dates – see Moodle and the Course Schedule for deadlines. **Things can and do go wrong, so it is always a good idea to stay ahead of the deadlines.**
5. Chapter quizzes are closed book and **must be taken individually**.

Final Exam

The Final Exam will be taken using Proctor U. Read the 'Student Verification Procedures and Important Course Requirement' on page one of this syllabus and see Moodle for details. You must register with Proctor U no later than November 25th. You are required to test your equipment by visiting <https://www.proctoru.com/portal/uno/techspecs> to ensure you meet all technical specifications no later than November 25th.

The Final Exam will be multiple choice and/or true/false questions in Moodle via ProctorU. It will be timed and may only be taken one time. The questions are randomly selected from a pool of questions. Therefore, each student will have a different set of exam questions. The questions will be similar to the quiz questions. The final exam is closed book and must be taken individually. **No makeups will be given.**

A timer will appear to help you keep track of the minutes. Once you begin the exam, you must complete it without stopping, within the noted time period. You cannot stop and return to complete it at a later time. Your exam will shut down once your time is up. It is your responsibility to keep track of your time.

Please note that during final exams, I do not take appointments or have office hours.

Assignments (if applicable)

All work must be completed individually and submitted via Moodle by the posted due date and time. This is a business class and I expect all written submissions to be of college level caliber. All work should be well-thought out and articulately expressed. Pay attention to spelling, grammar, and punctuation. Always remember to proofread your work. Late submissions will not be accepted. Please see Moodle for assignment information and due dates.

Plagiarism and/or working with other students to complete assignments will constitute a breach of academic integrity in this course and will be pursued to the maximum extent possible.

Missed Quiz/Exam/Assignments Policy

No make-up quizzes, assignments, and/or exams will be given, except under highly extenuating circumstances and with prior approval of the instructor. Two conditions must be met to warrant approval: (1) there is an emergency that the student discussed with me **before** missing the quiz/exam (via email) and (2) documentation of the emergency situation is provided within 7 days of the missed quiz/exam. Otherwise, the student will receive 0 points for that quiz/assignment/exam. Since this is strictly enforced, you are strongly urged to complete all graded material as early as possible.

Student Conduct:

Students must conduct themselves in the appropriate manner and abide by all policies outlined in the UNO Judicial Code. Cheating, plagiarism, and academic misconduct will not be tolerated and will be pursued to the maximum extent possible.

Moodle keeps amazingly accurate records and all claims are verified with the Moodle Administrator. False claims, such as false Moodle issues, are considered cheating and will be pursued to the maximum extent possible.

Attendance Policy

Your attendance will be completing all graded material on an individual basis by the due date(s) and time(s).

Office Hours

Office hours are by appointment.

Statement on Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Students are expected to conduct themselves according to the principles of academic integrity as defined in the statement on Academic Dishonesty in the UNO Judicial Code. Any student or group found to have committed an act of academic dishonesty shall have their case turned over to Judicial Affairs for disciplinary action, which may result in penalties as severe as indefinite suspension from the University. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, academic misconduct, tampering with academic records and examinations, falsifying identity, fabrication, or misrepresentation, using the textbook, and/or other materials and/or asking others for help during a graded quiz/exam, and/or being an accessory to an act(s) of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

To promote academic integrity, students will use the following pledge in my class:

I pledge that I have completed the work I am submitting according to the principles of academic integrity as defined in the statement on Academic Dishonesty in the UNO Student Code of Conduct.

Statements on Students with Disabilities

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services, as well as their instructor, to discuss their individual needs for accommodations and inform me during the first week of classes. It is the responsibility of the student to register with the Office of Disability Services each semester and follow their procedures for obtaining assistance. For more information, please go to <http://www.ods.uno.edu>.

General Policy

It is the policy of UNO to maintain an environment free from discriminatory practices, harassment (including sexual harassment) and retaliation, which is illegal and, which will not be tolerated. It is a violation of UNO policy to discriminate against any employee, student, or applicant on the basis of race, color, gender, age, religion, national origin, citizenship, disability, sexual orientation, genetic information, retirement or veteran status. The policy requires that all employees, students, and applicants be treated fairly with regard to all aspects of the employment and educational relationship.

Drop Policy

UNO "W" Policy, Effective Fall 2012. In accordance with University of New Orleans policy, the Grade of "W" appears on the academic record for all courses dropped during the semester, beginning on the day following the census date for each enrollment period. As of the Fall 2012 semester (and for all subsequent terms), a fee of \$50 per course drop will be assessed the student commensurate with the effective date for recording the "W." The only exception to the fee assessment will be for those courses dropped on the date and time that affects a complete withdrawal from the University. Any fee assessed for a course dropped prior to a complete withdrawal will be due and payable to the University as the charge was assessed at the time of the official drop.

All academic appeals that would propose changing a drop date to avoid payment of the \$50 per course drop fee will require approval by the Office of Academic Affairs before the appeal can be processed. Additionally, in those instances where an appeal may affect a student aid award, the appeal will be reviewed by the Office of Financial Aid for approval to process before the Office of the Registrar can proceed with the final processing of the appeal.

If you desire to drop this class, YOU must initiate the action in the college in which you are enrolled. Your instructor cannot do this for you. If you stop attending class and do not take the exams without officially dropping the course or resigning from the University, you will receive a grade of "F" for the course.

SEE NEXT PAGE FOR COURSE SCHEDULE AND INFORMATION

Course Schedule & Information

This course schedule, syllabus, quizzes, assignments, chapters, exams, dates, deadlines, policies, etc. are subject to changes as determined by the instructor. Any changes will be made in an email and/or in Moodle. It is your responsibility to appraise yourself of these changes. Regular checking of your UNO email & Moodle will be of use in this regard. Failure to do so will not be accepted as an excuse that you were unaware of changes. You are responsible for all material in the textbook.

Week	Text Reading	<p style="text-align: center;">DEADLINES</p> <p style="text-align: center;"><i>*all deadlines are submitted by 11:59 PM Central Time Zone (New Orleans Time) on the posted due date, EXCEPT for the FINAL EXAM *</i></p> <p style="text-align: center;"><i>**Please check Moodle regularly for any changes to this schedule**</i></p>
August 19	Ch 1	<p>1) Read 'Important: Read this First!' in Moodle</p> <p>2) Read Syllabus</p> <p>3) Purchase the book no later than August 26th</p> <p>4) Work on Moodle Profile</p> <p>5) Read Chapter 1</p>
August 24	Ch 1	<p style="text-align: center;">Moodle Profile due August 30</p> <p style="text-align: center;">Ch 1Q due August 30</p>
August 31	Ch 2	<p style="text-align: center;">Ch 2Q due September 6</p>
September 7	Ch 3	<p style="text-align: center;">Ch 3Q due September 13</p>
September 14	Ch 4	<p style="text-align: center;">Ch 4Q due September 20</p>
September 21	Ch 5	<p style="text-align: center;">Ch 5Q due September 27</p>
September 28	Ch 7	<p style="text-align: center;">Ch 7Q due October 4</p>
October 5	Ch 8	<p style="text-align: center;">Ch 8Q due October 11</p>
October 12	Ch 11	<p style="text-align: center;">Ch 11Q due October 18</p>
October 19	Ch 13	<p style="text-align: center;">Ch 13Q due October 25</p>
October 26	Ch 14	<p style="text-align: center;">Ch 14Q due November 1</p>
November 2	Ch 15	<p style="text-align: center;">Ch 15Q due November 8</p>
November 9	Ch 16	<p style="text-align: center;">Ch 16Q due November 15</p>
November 16	Ch 17 & 18	<p style="text-align: center;">Ch 17Q due November 22</p> <p style="text-align: center;">No quiz on Ch 18 but will be on final exam</p>
November 23	Proctor U equipment testing & registration	<p style="text-align: center;">Test your equipment with Proctor U <u>no later than November 25</u> (see page 1 of syllabus)</p> <p style="text-align: center;">Register with Proctor U for final exam <u>no later than November 25</u> (see page 1 of syllabus)</p>
November 30	Review all	<p style="text-align: center;">Review all text readings for final exam</p>
December 5-7	Final Exam	<p style="text-align: center;">Final Exam via Proctor U due <u>no later than</u> Monday, December 7th <u>at noon</u> see Moodle for details</p>

If for some reason, the administration of online quizzes and/or exams does not interface as expected, you will be required to take the quizzes and/or exam(s) in person on the UNO Lakefront campus on the dates and times specified by your instructor. Please be aware of this caveat.