



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:
Retail and Channels Management
MKT 430-01 Fall 2022
2:00-3:15 Tuesdays and Thursdays (Hybrid)
Room 208 Kelce

Instructor: Dr. Kristen Maceli, Professor
Office: Kelce 110N
Hours: Wednesdays 10:00-3:00
Thursdays, 10:00-11:00
And by appointment
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Textbook

Berman, B., Evans, J., Chatterjee, P. (2018). *Retail Management: A Strategic Approach (2018)*, 13th Edition.



PSU Catalog Course Description

Overview of marketing strategies related to marketing channels and retail management. Topics include the nature of retailing, retail marketing strategies; retail buying and selling; marketing channels; and the relationship between retailing and channels.

Prerequisite

Principles of Marketing, MGMKT/MKTG 330

Course Objectives/Learning Outcomes

At the end of this course, students should be able to:

1. Comprehend the role of retail in marketing.
2. Recognize marketing channels and their role in the supply chain.
3. Recognize the role of consumers in marketing.
4. Apply branding concepts to marketing promotions and distribution.
5. Comprehend the socioeconomic, technological, global, environmental, behavioral, and ethical aspects of marketing channels
6. Recognize understand the concepts of power, ethics, and potential conflict in channel relationships.



Proposed Course Outline (this may change due to scheduling and the group project)

Week 1, Aug 22-28, Meet Tuesday and Thursday Course Overview; Principles of Marketing Review, Syllabus Quiz

Week 2, Aug 29-September 4, Meet Tuesday and Thursday: Chapter 1: An Introduction to Retailing, Quiz #1 Review

Week 3, September 5-11, Meet Tuesday and Thursday: Chapter 2: Building and Sustaining Relationships in Retail, Quiz #2, Chapters 1-2

Week 4, Sept 12-18, Meet Tuesday and Thursday: Chapter 3: Strategic Planning in Retailing, will begin Chapter 4: Retail Institutions by Ownership

Week 5, Sep 19-25, Meet Tuesday and Thursday; Chapter 4: Retail Institutions by Ownership, Exam #1 Chapters 1-4

Week 6, Sept 26-October 2, ONLY MEET TUESDAY: Chapter 5: Retail Institutions by Store-Based Strategy Mix, will have online activity

Week 7, Oct 3-9, Meet Tuesday and Thursday: Chapter 6: Web, Non-store Based, and Other Forms of Nontraditional Retailing (Quiz #3)

Week 8, Oct 10-16, Meet Tuesday and Thursday: Chapter 7: Identifying and Understanding Consumers

Week 9, Oct 17-23, only meet Tuesday due to PSU Homecoming (this may change) Chapter 11: Retail Organization and Human Resource

Week 10, Oct 24-30: Exam #3

Week 11, Oct 31-Nov 6: TBD, Group work, Chapter 14: Developing Merchandise Plans

Week 12, Nov 7-13: TBD, Group work, Chapter 17: Pricing in Retailing and Developing Merchandise Plans, Quiz #4

Week 13, Nov 14-20: TBD, Group work

Nov 21-27: Fall Break/Thanksgiving

Week 14, Nov 28-Dec 4, TBD, Chapter 18: Establishing and Maintaining a Retail Image, Presentations

Week 15, Dec 5-11, TBD Group work, Presentations

Week 16: Final exam over Chapters 14, 17, 18 and project

Teaching Methods

The methods used will mostly include lecture, discussion, group activities, and in-class exercises. Some course content will be delivered online. As such, students must have access to a high-speed Internet connection. Students will need the latest version of Respondus LockDown Browser and set it to allow cookies. The course relies heavily on student participation. An atmosphere is preferred where students are not afraid to participate, ask questions, and communicate with fellow students and with the professor. **Students will not be able to make up work missed unless prior arrangements have been made.**

Exams are not open book/note and will be given face-to-face; students will need Scantrons to take the exams. All quizzes are open book/note. Students will have two attempts at the quizzes, with the highest score being counted. Each student is expected to work alone, which is the



purpose of the video recording. Laptops are the preferred method of using the browser, as less technical difficulties arise. Students will have to show photo identification at the beginning of each quiz to ensure they are the person taking the quiz. If students appear to be copying quiz materials to give to other students, they will be dropped from the class. **Students must remain on video throughout the assessment and are not allowed to use cell phones.** Failure to do so will result in failing the assignment and/or the course. **Please note that cell phones cannot be used for any purpose during the assessment.** Hard copies of notes and texts are acceptable. If you are using an e-book, you will need two electronic devices for testing, neither of which can be a cell phone. All quizzes are open book/note. The Axe Library has computers available for testing if the student does not own the necessary technology ([Axe Library schedule](#)).

Class Attendance Policy

Students are expected to attend class as scheduled. As of now, face-to-face class will be each Tuesday and most Thursdays (see schedule). ***There may be exceptions to this as the semester progresses.*** Please watch Canvas announcements for details. If streaming is necessary, it will be during the class times on Tuesdays and Thursdays from 2:00-3:15.

The professor may automatically drop a student for excessive, unexcused absences. If the student needs to miss consecutive classes, he or she needs to contact the professor. Should a student decide to drop the class, it is his or her responsibility to complete the appropriate forms with the Registrar's Office to officially withdraw from the class. For those who will be absent due to PSU related events, please submit a schedule of those dates ahead of time from your faculty sponsored advisor. Students should also contact the Registrar's Office if special consideration needs to be given for personal problems that arise.

Class Conduct

Rules of common courtesy will apply in this class. The minimum courtesy requirement is that students refrain from disturbing the learning experience by disrupting other students or the professor. At the discretion of the professor, courtesy disruptions will result in the deduction of class participation points. Continued violations of any courtesy requirements may result in the student being dropped from the class roster.

Academic Integrity

Academic misconduct or dishonesty is inconsistent with membership in the academic community. Cheating in any form will result in a grade of "F" for the course. This includes submitting other person's work as your own, as plagiarism is a form of cheating. All sources must be cited appropriately. Please refer to *The University Catalog* for additional details.



All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current [Syllabus Supplement](#). Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college’s Student Code of Ethics as outlined below.

Students pledge to:

- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another’s work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

Course Evaluation Methods

These are the proposed points, though they may change as the semester progresses; changes will be noted in Canvas:

Criteria	Points
Exams (4 @ 80)	320
Quizzes	60
Homework, in-class exercises	50-100
Syllabus Quiz	5
Team Project/Case Study	100
Total	535-585

Your grade will be based on a standard scale of 90% or greater = A; 80%-89% = B; 70-79% = C; 60-69% = D; below 60% = F.

Assignments and quizzes are due by midnight Monday every week. All late work receives a 10% penalty per day.

If you are affected by Covid19, it is your responsibility to communicate with the instructor regarding make-up work. Penalties will not apply for a two-week window, though dates must be verified by a health care professional. **Make-up work must be completed before dead week.** It is the students’ responsibility to have make-up work submitted within the expected time frame.

Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current [Syllabus Supplement](#).



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Please Note

The instructor reserves the right to amend or reorganize this syllabus at any time. Please check Canvas and/or contact instructor immediately if you have any questions or concerns.