

Course Outline

Course Title:	Retail Essentials		
Course Number:	MKTG27	Approval Date:	2018/1/17
Course Hours:	45 hours	Academic Year:	2017
Academic School:	School of Business		
Faculty:	Noel Savage - Noel.Savage@flemingcollege.ca		
Program Co-ordinator or Equivalent:	Russell Turner - russell.turner@flemingcollege.ca		
Dean (or Chair):	James Boesch - James.Boesch@flemingcollege.ca		

Course Description

This course is designed to give the student an overview of the Canadian retail industry as well as retail in general. Topics will include positioning strategy for the market place, fundamentals of management planning and the growing business of Franchising. Students will look at setting buying budgets, sourcing product, buying and merchandising, and other associated strategies.

Prerequisites: None.

Corequisites: None.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify and contrast the different types of retail operations, summarizing the traits and characteristics of each.
2. Compare and evaluate different reasons behind the decision making process when starting your own business.
3. Identify and evaluate retail location factors and their effect on retail business success.
4. Illustrate the legal, financial, and other operations issues that are necessary or ancillary to running a retail enterprise.
5. Identify and evaluate those exterior and interior design features that create a desirable retail image.
6. Demonstrate a basic working knowledge of product, assortment, and service mix planning.

7. Develop a budget and plan for buying and controlling merchandise.
8. Calculate retail margins and analyze pricing theory and strategies.
9. Develop procedures for hiring and managing employees in a retail store.
10. Identify and implement successful retail promotional activities.
11. Identify techniques of primary and secondary service that are common in successful retail stores.
12. Identify and discuss the issues surrounding retail risk management.
13. Extrapolate and contemplate the importance of retail in Canada and the world's economy.

Assessment Summary

Assessment Task	Percentage
Assignments	15%
Presentations	25%
Applied Learning	20%
Tests	40%

Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Student Rights and Responsibilities](http://flemingcollege.ca/PDF/Student-Rights-And-Responsibilities.pdf)
(flemingcollege.ca/PDF/Student-Rights-And-Responsibilities.pdf)
- [Grading and Academic Standing](https://department.flemingcollege.ca/hr/attachment/7752/download)
(https://department.flemingcollege.ca/hr/attachment/7752/download)
- [Academic Integrity](http://department.flemingcollege.ca/hr/attachment/7750/download)
(http://department.flemingcollege.ca/hr/attachment/7750/download)
- [Guidelines for Professional Practice: Students and Faculty](http://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)
(flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)

Alternate accessible formats of learning resources and materials will be provided, on request.

Program Standards

The Ministry of Advanced Education and Skills Development oversees the development and the review of standards for programs of instruction. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Advanced Education and Skills Development](#) (MAESD). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MAESD link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/)

Detail Plan

Term:	2018 Winter
Faculty:	Noel Savage - Noel.Savage@flemingcollege.ca
Program Co-ordinator or Equivalent:	Russell Turner - russell.turner@flemingcollege.ca
Dean (or Chair):	James Boesch - James.Boesch@flemingcollege.ca

Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Week 1	Seminar: Course Outline and Assessments / Intro to Retail Lecture: History and Types of Retail	1, 2, 3, 4, 13	Major Project Assigned
Week 2	Seminar: Introductory Retail Exercise Lecture: Location	1, 2, 3, 4, 6	Case Study #1 Assigned in Seminar
Week 3	Seminar: Location Exercise Lecture: Legal, Finance and Operations	1, 2, 4, 5, 6, 11, 12	Retail Analysis Assignment Assigned in Seminar
Week 4	Seminar: Operations Exercise Lecture: Store Design	1, 3, 5	Case Study #1 Due in Seminar 10%
Week 5	Seminar: Store Design Exercise Lecture: Test #1	2, 4, 6, 7, 11, 12	Test #1 in Testing Centre. Value = 20%

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
Week 6	Seminar: Pricing Lecture and Exercise Lecture: Pricing & Inventory Part #1	1, 5, 6, 7, 8, 10, 11, 13	
Week 7	Seminar: In Class Case Study Lecture: Pricing & Inventory Part #2	2, 4, 9, 11, 12, 13	Case Study #2 Due in Seminar - 10%
Week 8	Independent Study Week - no class		
Week 9	Seminar: Pricing & Inventory Exercise Lecture: Marketing	1, 2, 4, 10, 13	
Week 10	Seminar: Risk Management Lecture and Marketing Exercise Lecture: Human Resources & Customer Service Part #1	1, 4, 9, 11, 12	Retail Analysis Assignment Due in Seminar - 15%
Week 11	Seminar: In-class Case Study Lecture: Good Friday No Class	2, 4, 9, 11, 12	
Week 12	Seminar: Customer Service Exercise Lecture - Review for Final Test	1, 4, 9, 11, 12	
Week 13	Seminar: Group Presentations Lecture: Test #2	1 - 13	Final Presentations - 25% TEST #2 in Testing Centre - value 20%
Week 14	Seminar: Group Presentations Lecture: Group Presentations	1 - 13	Final Presentations - value 25%
Week 15	Seminar: Group Presentations Lecture: Group Presentations	1 - 13	Final Presentations - value 25%

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Case Study #1 Due in Seminar	Week 4		10%
Test #1 in Testing Centre	Week 5		20%
Case Study #2 Due in Seminar	Week 7		10%
Retail Analysis Assignment Due in Seminar	Week 10		15%
Test #2 in Testing Centre	Weeks 13		20%
Final Presentations in Lecture & Seminar	Weeks 13-15		25%

Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

ACADEMIC RESPONSIBILITIES

1. Students have a responsibility to support academic integrity. Breaches of academic integrity will normally result in a grade of zero for the assessment component involved and will be reported to the Registrar and can subsequently result in the assignment of zero for the course and expulsion from the college. Examples of breaches include but are not restricted to: copying and facilitating from other students on quizzes, tests and assignments and plagiarism on assignments.
2. All individual work submitted by a student must be original work done by that student alone. Writing must be done in the student's own words in order to demonstrate an individual understanding of the concepts. Students may use quotations if they are directly cited, however work must be primarily done in student's own words. The absence of appropriate citation is considered to be plagiarism.
3. All assignments and presentations must be completed to receive credit for this course. Students must contribute substantively to group presentations. All assignments must be submitted or the student grade will be assessed as incomplete.
4. All reports and assignments must be typed (unless otherwise instructed), stapled and clearly labelled with your name(s), the course name and number, the Instructor's name, the due date and the assignment title. Assignments are due at the beginning of the class on the specified date, or as specified by the Instructor otherwise marks for lateness will be deducted.
5. Late assignments will have marks deducted at a rate of 10% per day including weekend days up to a maximum of 60% at which time they will receive a grade of zero.
6. Students are expected to make every effort to contribute to the group work. If any student is not contributing to the success of the group, it is the responsibility of the group to address it as soon as possible. Should the group desire the Instructor's assistance in this regard, they are

welcome to approach the Instructor. The Instructor will then make arrangements for a group meeting. Group assignments cannot be submitted individually.

7. Make-up arrangements for assignments are normally not permitted. However, in the event of a documented illness, or an extenuating circumstance outside of the student's control, make-up provisions may be provided at the discretion of the Instructor. Allowance for make-up arrangements will only be provided if the student communicates to the faculty IN ADVANCE of the scheduled completion date and provides appropriate documentation supporting his/her absence.
8. Students are responsible for keeping a copy of all submitted work and records of all marked work. Students should keep returned marked work in case of a dispute.
9. Students are reminded that the Instructor is available by appointment to assist and work with the student on assignments and presentations. The Instructor would be pleased to assist. However, it is up to the student to ask. No reasonable request will be refused.
10. Students are expected to attend class. The classes are structured, scheduled and designed to provide direction in the completion of the individual and group projects. Failure to attend class will not be compensated for.
11. Instruction, direction, changes and other information will be provided to students in a variety of media, including the D2L course page, in-class announcements and e-mail. It is students' responsibility to check their Fleming e-mail accounts, the course D2L page and to attend class regularly for such information. The student shall be responsible for having received said information even if he/she is absent from class or has failed to check his/her e-mail.
12. Students are expected to arrive on time for class. Habitual tardiness is viewed as a sign of unprofessional behaviour, is disruptive and disrespectful to the class.
13. All electronic communication devices including music players (cell phones, iPod, MP3, etc.) must be off and stored while in the classroom. Telephone conversations, email and texting are not acceptable during class time.
14. Use of personal computers or tablets during class is permitted providing no chat or other personal networking features are activated or used. Students choosing to not adhere to these rules will be asked to leave the classroom.
15. The course outline provides the framework for the material to be covered, however any of the topics/exercises etc. intended for presentation may be changed at the discretion of the lecturer or seminar leader with due notice to students. It is the responsibility of students to attend classes regularly and monitor course email announcements in order to keep up to date in any changes or announcements.