**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MKTG 3332 VC01 – Retailing

**Campus**

: WBUonline

**Term/Session**

**:** Fall 2 2025

**Instructor**

**:** Leon Chickering

**Office Phone Number/Cell #**

**:** 360-888-4725

**WBU Email Address**

**:** leon.chickering@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Emil/text/call me. I am on Pacific time

**Class Meeting Time and Location**

**:** Online

**Catalog Description**

**:**

Fundamentals of retail management from a strategic planning perspective. Environmental influences on retailing, planning function in retailing, and implementation decisions with respect to the major elements of the retail mix: location, financing, merchandise, pricing, advertising and promotion, customer service, retail selling, store layout and design, and managing human resources. Retail information systems and current trends in nonstore retailing, especially selling on the Internet.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Retailing | Dunne | 8th | 2014 | Cengage | 9780-35768-8106 |
| Pitch Vantage |  |  |  |  | 9780-69293-3008 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** <<List optional materials recommended to enhance student learning>>

**Course Outcome Competencies**

**:**

* Research and explain emerging trends in retailing
* Identify the different types of retailing strategies
* Apply marketing mix concepts for effect retailing
* Recommend strategies to improve retailing opportunities

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
     1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
     2. All assignments must be fully created, designed, and prepared by the student(s).
     3. Any work that uses generative AI will be treated as plagiarism.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

**Late Policy**: Homework will not be accepted late for any reason, except extreme health issues. There is no reason, under normal circumstances, for turning in a late assignment, especially since this course is designed around being a digital marketing manager for a company. The simulation and the course website are available from anyplace with an Internet connection and you can enter decision round data early in the week if you need to complete the work before some event. If you have family, sports activities, or work plans; either turn the assignment in early in the week due or complete the assignment while you are involved in that event. The student will have at least 2 weeks to complete the Comprehensive Exam(s).

First Required Assignment – Students must take this 2-point assignment acknowledging they are taking this course.

Student Introduction – Students will earn 10 points for introducing themselves to their peers.

Presentations – There are 2 presentations on Integration of Faith and Retailing using Pitch Vantage. Each will be worth 75 points.

Chapter Quizzes – There are 15 Chapter quizzes worth 10 points each for a total of 150 points

Exams – There are two exams (Midterm and Final) that cover the course outcomes and objectives that are within the textbook chapters that are 100 points each for a total of 200 points.

Grading Scale:

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399

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School of Business

D 60% - above 300 - 349

F 50% - above 0 - 299

## The University has a standard grade scale:

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond

the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Deliverable | Points | Percentage | Due Date |
| Week 1 |  |  |  |  |
|  | Introduction | 10 | 1.7% | 10/19/2025 |
|  | Required First Assignment | 2 | .83% | 10/19/2025 |
|  |  |  |  |  |
|  | Introduction to Retailing |  |  | 10/19/2025 |
|  | Chapter 1 Quiz | 10 | 1.7% | 10/19/2025 |
|  | Chapter 2 Quiz | 10 | 1.7% | 10/19/2025 |
| Week 2 | The Retail Environment |  | 3.3% | 10/26/2025 |
|  | Chapter 3 Quiz | 10 | 1.7% | 10/26/2025 |
|  | Competition and Supply Chain in Retailing |  | 1.7% | 10/26/2025 |
|  | Chapter 4 Quiz | 10 | 1.7% | 10/26/2025 |
|  | Chapter 5 Quiz | 10 | 1.7% | 10/26/2025 |
| Week 3 | Pitch Vantage Integration of Faith Presentation | 75 | 3.3% | 11/2/2025 |
|  | Chapter 6 Quiz | 10 | 1.7% | 11/2/2025 |
|  | Market Selection and Location |  | 1.7% | 11/2/2025 |
|  | Chapter 7 Quiz | 10 | 1.7% | 11/2/2025 |
| Week 4 | Market Selection and Location |  | 3.3% | 11/9/2025 |
|  | Midterm Chapters 1 - 7 | 100 | 20.0% | 11/9/2025 |
| Week 5 | Managing Retail Operations |  | 1.7% | 11/16/2025 |
|  | Chapter 8 Quiz | 10 | 1.7% | 11/16/2025 |
|  | Chapter 9 Quiz | 10 | 1.7% | 11/16/2025 |
| Week 6 | Retail Pricing |  | 1.7% | 11/23/2025 |
|  | Chapter 10 Quiz | 10 | 1.7% | 11/23/2025 |
|  | Christ like Retailing |  | 1.7% | 11/23/2025 |
|  |  |  |  |  |
|  |  |  |  |  |
|  | Chapter 11 Quiz | 10 | 1.7% | 11/23/2025 |
| Week 7 | Customer Service, Retailing & Store Layout |  | 1.7% | 11/30/2025 |
|  | Chapter 12 Quiz | 10 | 1.7% | 11/30/2025 |
|  | Chapter 13 & 14 Quizzes | 20 | 1.7% | 11/30/2025 |
|  | Pitch Vantage Retailing Presentation | 75 | 3.3% | 11/30/2025 |
| Week 8 | Reframing Retail Strategy |  |  | 12/7/2025 |
|  | Retailing’s future Chapter 15 |  |  |  |
|  | Final exam Chapters 8-15 |  | 100 | 20.0% 12/7/2025 |