Course Change Request

Date Submitted: 02/13/18 3:43 pm

Viewing: MKTG 426 : Advanced Retail Case Study

Last edit: 02/14/18 12:05 pm

Changes proposed by: hannahmcole

Contact(s)

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Hannah Cole</td>
<td><a href="mailto:hannahmcole@tamu.edu">hannahmcole@tamu.edu</a></td>
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Rationale for Course

The proposed changes are to support major changes to an existing program.

Course prefix  MKTG
Course number  426
Department  Marketing
College/School  Mays Business School
Academic Level  Undergraduate
Undergraduate course level justification (Select One)

Effective term  2018-2019

Complete Course Title  Advanced Retail Case Study
Abbreviated Course Title  ADVANCED RETAIL CASE STUDY

Catalog course description

Problems and opportunities faced by retailing organizations; development of an effective strategy through application-oriented seminars and activities, interaction with industry guest speakers and executives; analysis of retail strategies in field settings and completion of a semester long retail audit; participation in a national case competition.

Prerequisites and Restrictions

Admission to upper division in Mays Business School and approval of instructor.

Should catalog prerequisites / concurrent enrollment be enforced?  No

Crosslistings  No  Crosslisted With

Stacked  No  Stacked with

In Workflow

1. MKTG Department Head
2. Curricular Services Review
3. BA Committee Preparer UG
4. BA Committee Chair UG
5. BA College Dean UG
6. UCC Preparer
7. UCC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services
13. Banner

Approval Path

1. 02/13/18 8:24 pm
   Janet Parish (jparish): Approved for MKTG Department Head
2. 02/14/18 9:10 am
   Sandra Williams (sandra-williams): Approved for Curricular Services Review
3. 02/14/18 12:05 pm
   Michelle Diaz (michellediaz): Approved for BA Committee Preparer UG
4. 02/16/18 4:32 pm
   Michelle Diaz (michellediaz): Approved for BA Committee Chair UG
5. 02/19/18 9:11 am
   Martha Lourder (mlourder): Approved for BA College Dean UG
6. 02/20/18 9:44 am
   Sandra Williams (sandra-williams): Approved for UCC Preparer
7. 03/05/18 8:37 am
   Sandra Williams (sandra-williams): Approved for UCC Chair
Semester 3
Credit Hour(s) 3
Contact Hour(s) (per week):
Lecture: 3
Lab: 0
Other: 0
Total 3
Repeatable for credit? No
CIP/Fund Code 5214010016
Default Grade Mode Letter Grade (G)
Method of instruction Lecture
Will sections of this course be taught as non-traditional? (i.e., parts of term, distance education) Yes

Learning Outcomes
Meets traditional face-to-face learning outcomes.
Describe how learning outcomes are met or provide justification why they are not met.
- Conduct retail focused marketing research:
  (a) Utilize secondary research in the retail industry to monitor the current macro-environment and identify latest trends
  (b) Perform primary research including competitive shopping, interviews, and/or focus groups.
  (c) Utilize Qualtrics, an online survey software
- Assess store format and floor layout design strategies
- Assess retail shopping websites
- Assess and develop promotional strategies including social networking and E-/m-commerce
- Conduct Competitive Analyses, including the use of Perceptual Maps and SWOT Analyses
- Write a concise, well-written retail audit
- Give an effective oral presentation
- Develop interviewing skills

Hours
Meets traditional face-to-face hours.
Describe how hours are met or provide justification why they are not met.
This course will meet in class for the required 2250 minutes (equivalent to forty-five 50-minute classes).

Will this course be taught as a distance education course? No
Is 100% of this course going to be taught in Texas? Yes
Will classroom space be needed for this course? Yes
This will be a required course or an elective course for the following programs:
Required (select program)
Elective (select program)

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<th>Program(s)</th>
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<tr>
<td>(BBA-MKTG) Marketing - BBA</td>
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<td>(BBA-MKTG-ADS) Marketing - BBA, Advertising Strategy Track</td>
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<td>(BBA-MKTG-ANC) Marketing - BBA, Analytics and Consulting Track</td>
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<td>(BBA-MKTG-PSS) Marketing - BBA, Professional Selling and Sales Management Track</td>
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Program(s)

(BBA-MKTG-RBM) Marketing - BBA, Retail Buying and Management Track

Has/will this course be(en) submitted for core curriculum consideration? No

Has/will this course be(en) submitted for Writing or Communication consideration? No

Has/will this course be(en) submitted for ICD consideration? No

Course Syllabus

Syllabus: Upload syllabus

Upload syllabus [MKTG 426.pdf]

Letters of support or other documentation: No

Additional information

Reviewer Comments
Michelle Diaz (michellediaz) [02/13/18 3:02 pm]: Rollback: Shouldn't contact hours be 45-48, not 2250?
Sandra Williams (sandra-williams) [03/05/18 8:37 am]: UCC approved March 2018.

Key: 11118
MKTG 426: This course is designed to provide students with a first-hand look at the problems/opportunities faced by current fashion retailing organizations and help students develop effective retail strategies in today’s dynamic competitive fashion industry. Students will learn about the business of fashion retailing through application-oriented seminars and activities, interacting with retailing and fashion executives; analyzing retail strategies in field settings, and completing a semester long retail audit of a nationally known company/brand.

MKTG 426 is designed to help students to:

• Conduct retail focused marketing research:
  (a) Utilize secondary research in the retail industry to monitor the current macro-environment and identify latest trends
  (b) Perform primary research including competitive shopping, interviews, and/or focus groups.
  (c) Utilize Qualtrics, an online survey software

• Assess store format and floor layout design strategies
• Assess retail shopping websites
• Assess and develop promotional strategies including social networking and E-/m-commerce
• Conduct Competitive Analyses, including the use of Perceptual Maps and SWOT Analyses
• Write a concise, well-written retail audit
• Give an effective oral presentation
• Develop interviewing skills

This course qualifies as one of two of the required courses to earn the nationally recognized Certificate in Retailing from Mays Business School at Texas A&M University. Minimum grade for this course to qualify for the certificate is a “B.”
**METHOD OF INSTRUCTION:**
Emphasis will be placed on the lecture/discussion method with the students encouraged to participate in all discussion topics. This class will be *highly interactive* and students must come to each class totally prepared and ready to participate. Students will be provided with feedback on all written and oral communication & required to make multiple revisions based on this feedback.

**DETERMINATION OF GRADES:**

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<th>Component</th>
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<td>Term Project/Case Study Paper</td>
<td>600</td>
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<td>Assignments/exercises</td>
<td>100</td>
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<tr>
<td>Oral Case Study Presentation</td>
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<td><strong>Total Points possible</strong></td>
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TOTAL = 1000 points. The standard University grading system will be used.

A=90-100% or 900 to 1000 pts.; B=80-89.9% or 800 to 899 pts. C=70-79.9% or 700 to 799 pts.; D=60-69.9% or 600 to 699 pts.; F= 59.9% and below or 599 or less.

There is no curve to class grades at the end of the semester and grades are not rounded to the next letter. If you feel you “need” a certain grade in the course for a particular reason, aim for the next higher grade at the beginning of the semester. No one will be “given” a grade that is not earned, and no “extra credit” work will be assigned that everyone does not have the opportunity to do. If you feel that you are having difficulty achieving your course grade objectives, consult with me as early as possible. While I will do everything possible to help you succeed in this course, your grade is ultimately your responsibility.

**COURSE REQUIREMENTS:**

**ATTENDANCE AND PARTICIPATION**

Because of the highly interactive nature of this class, students will be *required to attend and actively participate in ALL classes and course activities*. Please arrive to class on time, prepared and ready to participate. Any Non-University approved absence will result in a **-25 point deduction** from your total course points for each absence. In addition, there is zero tolerance for sleeping, reading newspapers, working on crosswords or Sudoku, sending text messages, or assessing social media or the other web sites not related to this course during class time.

Outside of the classroom, you will be required to meet with me individually and frequently throughout the semester. While I will do my best to schedule most of these meeting times during class time, you will have to schedule some meetings with me outside of our regularly scheduled class time as well. The purpose of these meetings is to give you continuous feedback on your work so the final result is the very best you can do. You are also expected to *actively participate in all class session discussions.*
The following is a list of University-approved excuses for absences:
- Participation in an authorized University activity.
- Death or major illness of an immediate family member.
- Illness of a dependent family member.
- Participation in legal proceedings or administrative procedures that require a student’s presence.
- Observance of a religious holy day.
- Confinement due to illness.
- Required participation in military duties.

**EXECUTIVE CONTACTS:**

Students in MKTG 426 have the opportunity to interact with a senior executive in the fashion industry who is based in New York City, Ms. Sheri Rosenfeld. During some sessions, former students who have succeeded in this course and who are now executives in the fashion industry will be guest speakers. Take advantage of these excellent networking opportunities for future career contacts.

**COURSE READINGS:**

- Articles assigned by the instructor, and retail news:

- Subscribe to weekly fashion newsletters such as Business of fashion. [http://www.businessoffashion.com/](http://www.businessoffashion.com/)

- Visit www. NYTimes.com: go to the Style Section for the latest hot trends in NYC

- Use “Google Alerts” for chosen product areas of interest

- Subscribe to Retail Wire by registering at [www.retailwire.com](http://www.retailwire.com) and NRF Smart Brief at [https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&brefName=nrf](https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&brefName=nrf) to receive daily links to current retail activities

Class discussions will revolve around news YOU learn and bring to the classroom. See the list of class sessions and be prepared for these discussions about the industry.
CLASSROOM ASSIGNMENTS (worth 50 points each):

Retail Mix Exercise – Due September 5: Discuss the Retail Mix Elements of your Favorite Fashion brand. You will need to address:
- The Target Market
- Direct & Indirect Competition
- Product - both intrinsic and merchandise qualities
- Price – compare your favorite to 2 direct competitors
- Place (location, store layout & design) - compare your favorite to the 2 direct competitors
- Promotions - compare your favorite to the 2 direct competitors

Create a 1 page handout (page can be letter or legal size) that includes all of the above info. Keep this very short and concise, yet still comprehensive and informative. Think of how you can use graphics instead of words/sentences to convey information; think about the look and feel of your handout (Does it convey the image of the retailer you are discussing?) Is your handout easy to read? Does it make you want to read it?

Your Case Study project will require a very concise presentation of large amounts of information, so this will be good practice!

Make 17 color copies of your handout to distribute to the students in class and to me.

During class you will give a 5 minute presentation on your findings. These presentation will occur on September 5 and 7. You do not have to create a PowerPoint, but may want to use the computer to show a specific item discussed in your presentation (i.e., a specific online promotion, how a product is displayed online, or other qualities.) Remember, there is a 5 minute limit to your entire presentation including use of the computer, searching the Internet, etc.

Successful Retail Launch Exercise – Due September 19
Utilizing primary and secondary research, discuss the launch of a retail business or concept you believe has been successful both financially and creatively. Be specific. You will give a 5 minute presentation to the class. The time limit includes any setup for the computer, etc. Presentations will occur on September 19 and 21.

CASE STUDY: (Final Written Case Study Parts I and II 600 points; Oral presentation 300 points.)

Case Study Points 1, 2, and 3 – Due September 26

Case Study Points 4, 5, and 6 – Due October 3
Final Case Study Due October 10 and Loaded into Slide room by October 13

CASE STUDY RESEARCH – PRIMARY AND SECONDARY

While secondary research is useful for fashion retailing executives, industry leaders in the retailing world also rely very heavily on primary data. Whether it is to identify strengths and weaknesses, competitive advantages or future opportunities, primary research is a very valuable tool to uncover perspectives of the target market.

For your Case Study, you will need to collect primary data in the form of an online survey via Qualtrics software. You are expected to discuss your survey questions with the instructor prior to sending it to participants. You should also plan to conduct interviews and/or focus groups, and an in-depth analysis of competitors vying for the same target market.

The quality of your primary and secondary research is worth a maximum of 100 points toward the written case study grade.

ORAL CASE STUDY PRESENTATION (worth 300 points):

Effective oral communication is a vital skill that all fashion retail executives must possess. All students in this course will be required to give oral presentations of their Case Study findings. You can do great research and have great ideas, but if you cannot communicate well (in both written and oral formats), you will not be successful. Through this course, you will have the opportunity to develop and nurture both of these skills to not only be successful in this course, but to also excel in your future career upon graduation.

All Presentations can be videotaped in the Communications Lab. Very often, watching oneself do a presentation is the best learning tool for improvement.

FINAL CASE STUDY REPORT (worth 600 points) DUE OCTOBER 10

1. All Case Studies should be a total of maximum 10 pages. This does NOT include the bibliography, footnotes or appendix but that must be no more than 5 pages.

2. All Case Studies must be turned in using the APA format. There must be NO spelling and grammar errors. Points will be taken off if there are mistakes.

3. Make sure all papers are in some type of binder and are no larger than 8 ½ by 11 inches.

4. Turn in an electronic copy as well as a color hard copy by October 10.

5. Final case studies competing for the Fashion Scholarship Fund $5000 Scholarship will be turned in electronically to New York City on October 13.
MAYS COMMUNICATION LAB

339 Wehner
mays.tamu.edu/commlab

Consultations are by appointment, and walk-ins are available on a first-come, first-served basis. See the above website for hours and to book appointments online.

The Mays Communication Lab is a resource open to current business students and is located in Wehner. The Comm Lab is available to help with both your written and oral communication skills. Peer consultants are trained to help you identify strengths and weaknesses of your written and oral communication.

CLASSROOM POLICY:

The Dean’s Office asks that you adhere to the Mays policy of absolutely no beverages (except water), food, or tobacco products within the Wehner Building classrooms. Understanding the necessity for this policy and helping to enforce it is appreciated. We have beautiful, state-of-the-art classrooms for the students in future years.

AMERICANS WITH DISABILITIES ACT (ADA):

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit http://disability.tamu.edu.

(Updated 11/5/2015 due to change in office location)

If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room B118 of the Cain Hall, 1224 TAMU (phone: 845-1637.) Also, please see the instructor within the first two weeks of class.
**AGGIE CODE OF HONOR: “An Aggie does not lie, cheat or steal, or tolerate those who do.”**

Every Texas A&M University student assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. For additional information please visit: [www.tamu.edu/aggiehonor/](http://www.tamu.edu/aggiehonor/).

**What is Academic Misconduct as defined by the Texas A&M Honor System?**

“Misconduct in research or scholarship includes fabrication, falsification, or plagiarism in proposing, performing, reviewing, or reporting research. It does not include honest error or honest differences in interpretations or judgments of data.

Texas A&M University students are responsible for authenticating all work submitted to an instructor. If asked, students must be able to produce proof that the item submitted is indeed the work of that student. Students must keep appropriate records at all times. The inability to authenticate one’s work, should the instructor request it, is sufficient grounds to initiate an academic dishonesty case.

Academic dishonesty includes the commission of any of the following acts. This listing is not, however, exclusive of any other acts that may reasonably be called academic dishonesty. Clarification is provided for each definition by listing some prohibited behaviors.

1. **Cheating** - Intentionally using or attempting to use unauthorized materials, information, notes, study aids or other devices or materials in any academic exercise.

2. **Fabrication** - Making up data or results, and recording or reporting them; submitting fabricated documents.

3. **Falsification** - Manipulating research materials, equipment, or processes, or changing or omitting data or results such that the research is not accurately represented in the research record.

4. **Multiple Submissions** - Submitting substantial portions of the same work (including oral reports) for credit more than once without authorization from the instructor of the class for which the student submits the work.

5. **Plagiarism** - The appropriation of another person's ideas, processes, results, or words without giving appropriate credit.”

**This information was taken directly off the Texas A&M Aggie Honor System Office website at [http://aggiehonor.tamu.edu/](http://aggiehonor.tamu.edu/). For more information please visit the site.**
If there is any form of scholastic dishonesty taking place in this class, we will follow the procedures outlined in the Texas A&M University Student Rules. The minimum action taken for scholastic dishonesty will be a zero on the exam or assignment turned in.

**CONTACT INFORMATION:**

If you have any questions or want to schedule an appointment, the best way to reach me is by email, c-bridges@tamu.edu or telephone, 979 845 7528. During the course, each student will meet with me individually as often as you would like. My door is open to you for discussion about the course, the case study, and/or career aspirations and I look forward to getting to know each of you better throughout the semester. It is best to make an appointment before stopping by the office so you don’t have to wait if I am in a meeting with someone else. I truly hope you enjoy the semester and learn something new that will be most valuable to you in your future.
# MARKETING 426  
## Tentative Schedule of Classes  

### SEPTEMBER 2017

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# MARKETING 426  
**Tentative Schedule of Classes**

## OCTOBER 2017

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# MARKETING 426  Tentative Schedule of Classes

## NOVEMBER 2017

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