



Course Prefix/Number/Title: BADM 260 – Principles of Retailing

Number of Credits: 3

Course Description: This is a practical course designed to introduce students to retail operations and management. The evolution of retailing and its present role in the marketing system is examined, as well as the impact of various trends upon retail institutions. Other major areas covered include: the determination of a target market, site selection and store design, store organization, merchandising, pricing, staffing and training employees, store promotion, customer services, and control of store operations.

Pre-/Co-requisites: None

Course Objectives: After taking this course students should be able to:

- Understand and effectively explain the complex discipline of retailing.
- Comprehend basic retailing strategies including retail market strategy, finance strategy, and location strategy.
- Evaluate merchandise assortment, buying systems and merchandise pricing.
- Analyze and critically discuss store layout, design, visual merchandising, and customer service.
- Analyze and discuss diversity as it affects retailing.

Instructor: Penny Belgarde

Office: Minot State University Campus – DCB Office, Administration Building, Room 160  
500 University Ave. West  
Minot, ND 58707

Office Hours: MWF 2:00pm – 3:00pm  
T-TH 9:00 – 11:00am (*Appointments in advance is appreciated to allow time to set up virtual meeting, if needed*)

Phone: 701-858-4339

Email: [penny.belgarde@dakotacollege.edu](mailto:penny.belgarde@dakotacollege.edu)

Lecture/Lab Schedule: This is an asynchronous online course.

Textbook(s): Retailing Management, 10th Edition, CONNECT + Loose Leaf, ISBN 9781260277081.

Course Requirements:

1. Completion of assignments, quizzes/tests, discussions, and projects are required.
2. Everyone will complete two projects in this course
3. Grading is the accumulation of assignments, discussions, projects, quizzes, and tests for total points.

#### Assignment Due Dates:

- Assignments - Late work will incur point deductions which is 10% off in points for each day it is late. Any assignment turned in after 3 days will result in a "0". This is the policy for all assignments. Participation is expected. You are responsible for the activities for each weekly module. If you know of a conflict ahead of time, you are welcome to request to submit assignments early or notify your instructor before the assignment due date.
- Discussions - Discussions are due when the due date is indicated. There will be no late submissions allowed for discussion to ensure all students participate and provide meaningful discussion throughout the week.
- Quizzes/Tests - Quizzes and tests are due when the due date is indicated. There will be no late submissions, unless arrangements were made ahead of time and an acceptable excuse to missing.

Grading Scale: Grading is the accumulation of assignments, quizzes, and tests for total points.

90-100 = A      80-89 = B      70-79 = C      65-69 = D      Below 65 = F

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s): Department Learning outcome #1: Employs industry specific skills in preparation for workplace readiness – Utilize Soft Skills.

Relationship to Campus Focus: A focus on the growing "green" movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

Student Email Policy: Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity: According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs: Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX: Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential

employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.