



**Dakota College at Bottineau Course Syllabus**

(syllabus is subject to change)

**Course Prefix/Number/Title:**

BADM260—Principles of Retailing

**Number of Credits:** 3 semester hours

**Pre/Co-requisites:** None

**PLEASE NOTE:**

No open laptops.

No cell phones.

No late assignments.

Textbook is required.

Attendance is required.

Class will start promptly at 11:00 a.m.

**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, training employees, store promotion, customer service, and control of store operations.

**Course Objectives:** Upon successful completion of this course, the student 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 and demographics as their impact on retailing

**Adjunct Instructor:** Janeen Pollman

**Office:** Nelson Science Center 108

**Office Hours:** Monday, Wednesday, Friday 9:00 a.m. to 10:30 a.m. and Tuesday, Thursday 9:00 a.m. to Noon

**Phone:** 702-228-5414 (office) 701-228-4750 text or call (personal cell phone)

**Email:** janeen.pollman@dakotacollege.edu

**Lecture Schedule:** M-W-F 11:00 to 11:50

**Location:** MSU Admin. Rm 359 (Minot) or Nelson Science Center Rm. 104 (Bottineau)

**Required Textbook:**

Retailing Management 10<sup>th</sup> Edition—Levy and Weitz ISBN 9781260277081

Available from the DCB bookstore—701-228-5458 or email bookstore@dakotacollege.edu

**Course Requirements:** Completion of assignments, tests (open book/notes—completed in Blackboard), class attendance and class participation (discussion). Attendance is required and students earn points for each class period. Assignments will be submitted in Blackboard.



Grading is the accumulation of attendance and participation, assignments, quizzes, and tests for total points. Grades will be calculated by dividing total points earned by the total points possible and will be based on the following percentages:

Percentage	Grade	
90-100%	A	Target
80 – 89%	B	Acceptable-high
70 – 79%	C	Acceptable-low
60 – 69%	D	Unacceptable
0 – 59%	F	Unacceptable

**Classroom Policies:** In class work can be made up only when the instructor excuses students prior to class. You are responsible for the activities of each class period. Class attendance with student participation and interaction with classmates is an integral part of this course.

**Assignments:** All assignments are due to be submitted on Blackboard by 10:00 p.m. on Sunday. Late assignments will not be accepted. The class name (BADM260), your name, date due, and assignment name should appear at the beginning of each submission.

All writing assignments submitted should be final drafts and of quality you would feel comfortable submitting to a work supervisor. Only error-free documents will receive full points. Remember to always use spell check and above all proofread your work before you submit it. In the business world employees often have other employees look over documents prior to submission.

**Electronic Devices:** Please silence your phones, and do not text during class. If you feel you must answer a text, please keep it short and not a “conversation”. Laptops are NOT permitted, except for taking a course test or working on an in-class assignment. I will have my cell phone on for campus emergency notifications.



**Tentative Course Outline (weeks are Monday through Sunday):**

Week 1 (Aug. 26-Sept. 1)	Welcome, Introductions, Syllabus review, Chapter 1
Week 2 (Sept. 2-8)	Chapter 2
Week 3 (Sept. 9-15)	Chapter 3
Week 4 (Sept. 16-22)	Chapter 4
Week 5 (Sept. 23-29)	Chapter 5
Week 6 (Sept. 30-Oct. 6)	Chapter 6
Week 7 (Oct. 7-13):	Chapter 7
Week 8 (Oct. 14-20)	Chapter 8
Week 9 (Oct. 21-27)	Chapter 9
Week 10 (Oct. 28-Nov. 3)	Chapter 10
Week 11 (Nov. 4-10)	Chapter 11
Week 12 (Nov. 11-17)	Chapter 12
Week 13 (Nov. 18-24)	Chapter 13
Week 14 (Nov. 25-Dec. 1)	Chapter 14 (Thanksgiving Week)
Week 15 (Dec. 2-8)	Chapter 15
Week 16 (Dec. 9-15)	Chapter 16

Chapter 17 on customer service will be incorporated throughout the semester.

**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.

**Relationship to Campus Theme:** Dakota College at Bottineau emphasizes nature, technology, and beyond as a focus for the unique blend of courses and programs offered. This course includes a focus on the growing “green” movement in business marketing and management. It also addresses the new technologies that are affecting the business industry. Students will understand how to utilize these new technologies and tools to their benefit as well as the benefit of the world and society.

**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.

**Academic Dishonesty and Grade Appeals:** Plagiarism and cheating are serious offenses and may be punished by failure on an exam, paper, or project; failure in course; and/or expulsion from the university. For more information, refer to the "Academic Dishonesty" or "Grade

Appeal” policy in the university catalog or the student handbook online:  
<http://www.dakotacollege.edu/pdf/studenthandbook.pdf>

**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.

**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.

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