

# COURSE SYLLABUS



COURSE TITLE: MARK 230  
CLASS SECTION: 001  
TERM: WINTER 2023  
COURSE CREDITS: 3  
DELIVERY METHOD(S): Face-to-face Tuesday & Thursday 2:30pm to 3:50pm

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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*Camosun College requires mandatory attendance for the first in-class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Susan A. Halsall  
EMAIL: [halsalls@camosun.ca](mailto:halsalls@camosun.ca)  
OFFICE: CBA 235  
HOURS: TBA – online or by appointment  
WEBSITE: <https://online.camosun.ca/d2l/home>

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

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This course provides students with knowledge of retailing institutions' principles and practices with special emphasis on layout and store design, organization structure, merchandise assortments and strategy, financial strategy, the buying function, human resource management and building customer loyalty. Students study the interrelationship of merchandise strategies with retail marketing strategies.

PREREQUISITE(S): One of C in MARK 110 or C in SPEX 160

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon successful completion of this course a student will be able to:

- a) **Analyze and evaluate marketing opportunities of a retail organization.**
  - Utilize the analytical tools and management concepts in a retail or related career.
  - Assess the current state of a retail operation.
  - Create a SWOT for a retail business.
  - Devise marketing strategies for a retail business.
- b) **Develop a Strategic Retail Plan**
  - Define the terms specific to retailing and be able to use retailing jargon appropriately.
  - Use knowledge of site selection and setup, purchasing, pricing, inventory management, sales analysis, personal selling, and consumer behaviour to create effective strategies.
  - Demonstrate problem solving and thinking globally through formulating marketing strategies, based on learning by assessing the current state a retail organization faces.
- c) **Contribute to the effectiveness of a marketing team in a retail management setting.**
  - Contribute effectively in strategy discussions using knowledge of current trends in Canadian retailing combined with general knowledge of retailing issues and sound analytical skills to make effective on-the-job decisions.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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- a) Text: Levy, M., Weitz, B., Watson, D., & Madore, M. (2020). *Retailing Management* (6th Cdn. ed.). Toronto, ON: McGraw Hill.

The text is available from the Camosun College Bookstore in hard copy or in e-book format.

The text comes with OPTIONAL online textbook material through McGraw-Hill Connect. Here is the link: <https://connect.mheducation.com/class/230>

- b) Simulation: Praxar Management Golf. Register at [www.praxar.com/register](http://www.praxar.com/register) Code is **sim-3527-uf**
- c) Readings assigned by instructor – available on D2L.

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK & DATE of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
<b>Week 1</b> (Jan. 9 to 15)	Chapter 1 – Introduction to the World of Retailing Simulation introduction January 12	Sim – Practice rounds (open Jan. 12 to 23)
<b>Week 2</b> (Jan. 16 to 22)	Chapter 2 – Types of Retailers Chapter 3 – Customer Buying Behaviour Simulation practice rounds continue	Sim – Practice rounds (open Jan. 12 to 23)
<b>Week 3</b> (Jan. 23 to 29)	Chapter 4 – Retail Market Strategy Retail Report – in-class research activity Jan. 24	Sim – Practice rounds close Jan. 23 Sim – Round 1 (opens 8 am January 30)

WEEK & DATE of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
	Simulation – Teams formed	Sim Team Strategy Brief & contract due Feb. 1 (Wednesday)
<b>Week 4</b> (Jan. 30 to Feb. 5)	Chapter 5 – Retail Locations Strategy: Trade Area Decisions and Site Assessment	RR1: Situation Research (recorded) presentation & brief – due Feb. 5 Sim – Round 1 (Jan. 30 to Feb. 5)
<b>Week 5</b> (Feb. 6 to 12)	Chapter 6 – Store Design, Layout, and Visual Merchandising Strategy Retail Report – in-class OTI activity Feb. 9	Sim – Round 2 (Feb. 6 to 12)
<b>Week 6</b> (Feb. 13 to 19)	Chapter 7 – International Retailing Strategy Chapter 8 – Financial Strategy Retail Report – teams formed	Retail Report – Team contract and OTI due Feb. 19 Simulation – Round 3 (Feb. 13 to 19)
<b>Week 7</b> (Feb. 20 to 26)	<b>Family Day Feb. 20 (College closed)</b> <b>Reading Break Feb. 21 to 24</b> <b>Conversations Day Feb. 24 (College closed)</b>	Simulation – Round 4 (Feb. 19 to Mar. 5)
<b>Week 8</b> (Feb. 27 to Mar. 5)	Chapter 8 – Financial Strategy (cont'd) <b>Test #1: Chapters 1 to 8 on March 2</b>	Retail Report – Confirmation of chosen retailer due Mar. 5 Simulation – Round 4 closes Mar. 5
<b>Week 9</b> (Mar. 6 to 12)	Chapter 9 – Information Systems and Supply Chain Management	Simulation – Round 5 (open Mar. 6 to 12)
<b>Week 10</b> (Mar. 13 to 19)	Chapter 10 – Buying Strategies	Simulation – Round 6 (Mar. 13 to 19)
<b>Week 11</b> (Mar. 20 to 26)	Chapter 11 – Retail Pricing	Simulation – Round 7 (Mar. 20 to 26)
<b>Week 12</b> (Mar. 27 to Apr. 2)	Chapter 12 – Human Resources Management and Staff Training Considerations	RR2: Retailer Analysis – due Apr. 2 Simulation – Round 8 (Mar. 27 to April 2)
<b>Week 13</b> (Apr. 3 to 9)	<b>April 7 – Good Friday (College closed)</b> Chapter 13 – Customer Relationship Management and Service Strategies Simulation Wrap up	
<b>Week 14</b> (Apr. 10 to 16)	<b>April 10 – Easter Monday (College closed)</b> Chapter 14 – Retail Communication Mix	
<b>Exam Period</b> <b>April 17 to 25</b>	<b>Test #2: Chapters 9 to 14, with overall questions and ancillary material (time and date TBA)</b>	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING
a) Strategic Retail Report <ul style="list-style-type: none"><li>RR1 (individual) – Situation Research (recorded) PPT and brief (15%)</li><li>Team onboarding (5%)</li><li>RR2 (paired) – Retailer Analysis and Recommendations (20%)</li></ul>	40
b) Tests (midterm 15% and final exam 20%)	35
c) Simulation <ul style="list-style-type: none"><li>Tutorials (3%) and Practice Zone (3%)</li><li>Initial Team Strategy and team contract (5%)</li><li>Logbooks (8 @ 1%)</li><li>Team results (share value, social, and environmental) = 6%</li></ul>	25
	<b>TOTAL</b>
	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.

## SCHOOL OR DEPARTMENTAL INFORMATION

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**Assignment formatting.** The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

## STUDENT RESPONSIBILITY

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Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies;

demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

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Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the

appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Final Exam Reschedule and Repeat Policy

Please visit <https://camosun.ca/sites/default/files/2022-11/e-1.17.pdf> for further details about final exams.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.