

COURSE SYLLABUS



COURSE TITLE: MARK 230 – Retail Management
CLASS SECTION: 001
TERM: WINTER 2025
COURSE CREDITS: 3
DELIVERY METHOD(S): Mondays and Wednesdays 2:30 to 3:50pm

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: Susan A. Halsall
EMAIL: halsalls@camosun.ca
OFFICE: CBA 235
HOURS: Wednesday 1:30 to 2:30 and by appointment.

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

Students will explore retailing institutions' principles and practices with special emphasis on layout and store design, organization structure, merchandise assortments and strategy, financial strategy, the buying function, staffing, and building customer loyalty. Students study the interrelationship of merchandise strategies with retail marketing strategies.

PREREQUISITE(S): C in MARK 110

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Demonstrate the appropriate use of formal retailing terms and retailing jargon.
- Use knowledge of site selection and set up, buying, pricing, inventory management, sales analysis, personal selling, and consumer behaviour to demonstrate understanding of the analytical tools and management concepts in retailing.
- Use knowledge of current trends to make effective retailing decisions in diverse contexts.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- a) Text: Levy, M., Weitz, B., Watson, D., & Madore, M. (2020). *Retailing Management* (7th Cdn. ed.). Toronto, ON: McGraw Hill.

The text is available from the [Camosun College Bookstore](#) in in [e-book format](#).


The text comes with **OPTIONAL** online textbook material through McGraw-Hill Connect. Go to the following web address and click the "register now" button.

<https://connect.mheducation.com/class/s-halsall-section-001-susan-halsall>

How to register

Use either the section registration link or the QR code, and enter your email to register.

Course: MARK 230-001 Retail Management SHalsall
Section: Section 001 Susan Halsall
Instructor: Susan Halsall



- b) Simulation: Praxar Management Golf. Register at www.praxar.com/register Code is **sim-6495-mw**
- c) Readings assigned by instructor – available on D2L.

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

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

Note: All assignments on D2L are due by 11pm unless otherwise noted.

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 (Jan. 6 to 12)	Chapter 1 – Introduction to the World of Retailing Simulation – Introduction	<ul style="list-style-type: none">- Introduction posted in Discussions on D2L by Thursday Jan 9- Post replies by Tuesday in Week 2- SIM – Tutorials and Practice rounds are open
Week 2 (Jan. 13 to 19)	Chapter 2 – Types of Retailers Chapter 3 – Customer Buying Behaviour	<ul style="list-style-type: none">- Retail Report – start your retailer search
Week 3 (Jan. 20 to 26)	Chapter 4 – Retail Market Strategy Simulation – Teams formed	<ul style="list-style-type: none">- SIM – Tutorials and Practice rounds due Tuesday Jan 21 by 11:59- SIM – Year 1 opens Wednesday Jan 22 @ 7am- SIM – Strategy Brief & Team Contract due Jan 26
Week 4 (Jan. 27 to Feb. 2)	Chapter 5 – Retail Locations Strategy: Trade Area Decisions and Site Assessment	<ul style="list-style-type: none">- Retail Report – Team Contract and Retailer Description due Feb 2- SIM – Year 1 due Jan 28

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 5 (Feb. 3 to 9)	Chapter 6 – Store Design, Layout, and Visual Merchandising Strategy	<ul style="list-style-type: none"> - SIM – Year 2 due Feb 4 - Logbook 1 (Y1 & Y2) due Feb 9
Week 6 (Feb. 10 to 16)	Chapter 7 – International Retailing Strategy Test #1: Chapters 1 to 6 on Feb 16	<ul style="list-style-type: none"> - SIM – Year 3 due Feb 11
Week 7 (Feb. 17 to 23)	Family Day Feb. 17 (College closed) Reading Break Feb. 18 to 21	
Week 8 (Feb. 24 to Mar. 2)	Chapter 8 – Financial Strategy	<ul style="list-style-type: none"> - RR1: Retailer Analysis due Mar 2
Week 9 (Mar. 3 to 9)	Chapter 9 – Information Systems and Supply Chain Management Retail Report – in-class research activity	<ul style="list-style-type: none"> - SIM – Year 4 due Mar 4 - Logbook 2 (Y2 & Y3) due Mar 9
Week 10 (Mar. 10 to 16)	Chapter 10 – Buying Strategies	<ul style="list-style-type: none"> - SIM – Year 5 due Mar 11
Week 11 (Mar. 17 to 23)	Chapter 11 – Retail Pricing Chapter 12 – Human Resources Management and Staff Training Considerations	<ul style="list-style-type: none"> - SIM – Year 6 due Mar 18 - Logbook 3 (Y5 & Y6) due Mar 23 - RR2: Situation Research (recorded PPT) due Mar 23
Week 12 (Mar. 24 to 30)	Chapter 13 – Customer Relationship Management and Service Strategies Retail Report – in-class SWOT and strategy activity	<ul style="list-style-type: none"> - SIM – Year 7 due Mar 25
Week 13 (Mar. 31 to Apr. 6)	Chapter 14 – Retail Communication Mix Chapter 15 – Digital Retailing	<ul style="list-style-type: none"> - SIM – Year 8 due Apr 1 - Logbook 4 (Y7 & Y8) due Apr 6 - RR3: Presentation materials due Apr 6
Week 14 (Apr. 7 to 13)	Retail Report Presentations – plan to attend both classes (attendance included in grade)	
Exam Period April 14 to 25	Final Exam – date TBA. The Exam Schedule will be posted on MyCamosun by February 14. Do not make travel or other arrangements that may conflict with exam. April 18 – Good Friday – College Closed April 21 – Easter Monday – College Closed	

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](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

DESCRIPTION	WEIGHTING
a) Strategic Retail Report <ul style="list-style-type: none">• RR1 – Retailer Analysis (20%) – Paired• RR2 – Situation Research (voiceover) PPT (15%) – Individual• RR3 – Presentation (10%) – Paired	45
b) Tests (2 at 15% each)	30
c) Simulation – teams of three or four <ul style="list-style-type: none">• Tutorials (2%) and Practice Zone (2%)• Initial Team Strategy and team contract (5%)• Logbooks (8%) – marked for quality and consistency• Team results (share value, social, and environmental scores) = 8%	25
TOTAL	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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

- All use of AI must be documented and clearly attributed. Where in doubt, make sure to check with your instructor.
- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- If you are enrolled in the evening version of this course, please be aware that the course includes two hours and fifty minutes of face-to-face instruction. In addition to attendance, students are expected to access online materials available on the course D2L site and ensure that sufficient homework (such as preparation of journals and pre-class chapter questions) is completed to make up the additional 50 minutes of day-class coverage.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.
- **Late Policy.** You must submit assignments on the due date or as announced. A grade of zero is assigned to late submissions. There are no additional assignments, make-up activities, or make-up exams of any kind if you have missed or performed poorly on an assignment, midterm, or final exam. Exceptions may be made for documented medical reasons.

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

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

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 camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support

Support Service	Website
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

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 (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

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.