

COURSE SYLLABUS



COURSE TITLE: MARK 230
CLASS SECTION: 002
TERM: FALL 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 Lək̓ʷənjən and WSÁNEĆ 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>.

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 230 requires mandatory attendance for the first class meeting of the 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 for Students" [Registration Policies for Students | Camosun College](#)

INSTRUCTOR DETAILS

NAME: Susan A. Halsall
EMAIL: 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

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

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

- 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 hard copy or in e-book format. [Permalink: https://www.campusbookstore.com/integration/AccessCodes/default.aspx?permalinkId=dc94c5cc-2926-46a5-bea7-872c72b4cf59&frame=YES&t=permalink&sid=zbu0d450ggmh55skcvhua](https://www.campusbookstore.com/integration/AccessCodes/default.aspx?permalinkId=dc94c5cc-2926-46a5-bea7-872c72b4cf59&frame=YES&t=permalink&sid=zbu0d450ggmh55skcvhua)

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-mark-230-002-fall-2023>

- b) Simulation: Praxar Management Golf. Register at www.praxar.com/register Code is **sim-5679-jn**
- 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.

WEEK & DATE of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 (Sept. 5 & 7)	Chapter 1 – Introduction to the World of Retailing	Brief Bio due by September 10
Week 2 (Sept. 12 & 14)	Chapter 2 – Types of Retailers Simulation – introduction	Sim – Tutorials and Practice rounds open Sept. 12 to 19)
Week 3 (Sept. 19 & 21)	Chapter 3 – Customer Buying Behaviour Simulation – Teams formed by Sept. 21	Sim – Practice rounds close Sept. 19 (reopen at 8am on Sept. 22)

WEEK & DATE of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 4 (Sept. 26 & 28)	Chapter 4 – Retail Market Strategy	Retail Report – Team Contract and Retailer Description due Oct. 1 Sim – Strategy Brief & Team Contract due Sept. 27 Sim – Round 1 (open Sept. 28 to Oct. 4)
Week 5 (Oct. 3 & 5)	Chapter 5 – Retail Locations Strategy: Trade Area Decisions and Site Assessment	Sim – Round 1 (ends Oct. 4) Logbook 1 due Oct. 4
Week 6 (Oct. 10 & 12)	Chapter 6 – Store Design, Layout, and Visual Merchandising Strategy	Sim – Round 2 (ends Oct. 11) Logbook 2 due Oct. 11
Week 7 (Oct. 17 & 19)	Test #1: Chapters 1 to 6 on October 17 Chapter 7 – International Retailing Strategy	RR1: Retailer Analysis due Oct. 22
Week 8 (Oct. 24 & 26)	Chapter 8 – Financial Strategy Retail Report – in-class research activity	Sim – Round 3 (ends Oct. 25) Logbook 3 due Oct. 25
Week 9 (Oct. 31 & Nov. 2)	Chapter 9 – Information Systems and Supply Chain Management	Sim – Round 4 (ends Nov. 1) Logbook 4 due Nov. 1
Week 10 (Nov. 7 & 9)	Chapter 10 – Buying Strategies	Sim – Round 5 (ends Nov. 8) Logbook 5 due Nov. 8
Week 11 (Nov. 14 & 16)	Chapter 11 – Retail Pricing	RR2: Situation Research (recorded PPT) due Nov. 19 Sim – Round 6 (ends Nov. 15) Logbook 6 due Nov. 15
Week 12 (Nov. 21 & 23)	Chapter 12 – Human Resources Management and Staff Training Considerations Chapter 13 – Customer Relationship Management and Service Strategies Retail Report – in-class SWOT and strategy activity	Sim – Round 7 (ends Nov. 22) Logbook 7 due Nov. 22
Week 13 (Nov. 28 & 30)	Chapter 14 – Retail Communication Mix Chapter 15 – Digital Retailing	Sim – Round 8 (ends Nov. 29) Logbook 8 due Dec. 3
Week 14 (Dec. 5 & 7)	Retail Report Presentations – plan to attend both classes (attendance included in grade)	RR3: Presentation materials due Dec. 4
Exam Period Dec. 11 to 19	Test #2: Chapters 7 to 13 (with overall questions and ancillary material) Date and time TBA	

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 noticed 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

DESCRIPTION	WEIGHTING
a) Strategic Retail Report <ul style="list-style-type: none">RR1 – Retailer Analysis (20%) – PairedRR2 – Situation Research (voiceover) PPT (15%) – IndividualRR3 – Presentation (10%) – Paired	45
b) Tests (2 at 15% each)	30
c) Simulation – teams of 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 consistencyTeam 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

- 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

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
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

Field Code Changed

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

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:
<https://camosun.ca/services/academic-supports/accessible-learning>

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 policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <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.