

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**INTRODUCTION TO RETAIL & CONSUMER SCIENCE
RCS 2210**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2013

NOTE: This course is designed for transfer credit. (UTK's RCS 210)

Catalog Course Description:

An overview of retailing and consumer studies, related businesses and industries, and the activities involved in the delivery of goods and services to the consumer. An emphasis is placed on historic trends and basic retail analytics.

Entry Level Standards:

The student is expected to be able to read and write at the college level and to utilize basic research techniques.

Prerequisites:

None

Textbook(s) and Other Course Materials:

Retailing in the 21st Century, by Chris Thomas and Rick Segel, John Wiley and Sons Publishing, New York, July 2005.

Instructor-Assigned readings of case studies and journal articles.

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction History of Retailing
2	The Basics of Retailing
3	Branding Your Business
4	TEST #1 Retail Location and Design
5	Business Planning and Structure
6	Creating Internal Systems
7	TEST #2 Buying and Displaying Merchandise
8	Hiring, Managing, and Legal Responsibilities

9	Advertising
10	TEST #3 Making the Sales Financial Matters
11	Retailing for the Global Marketplace
12	Retailing Trends: E-Commerce, M-Commerce, Social Networking
13	Retailing Trends
14	TEST #4 Final Exam Review
15	FINAL EXAM

The above schedule is subject to change. Verbal changes to the schedule will be given in class, and you are responsible for attending each class or for receiving important information from a classmate. You may be notified of schedule changes by e-mail, so check it regularly.

II. Course Goals*:

The course will

- A. Provide students the opportunity to develop a personal philosophy of retail and judgmental criteria for evaluating business procedures. (I, IV)
- B. Enhance the student's comprehensive understanding of the profession of retailing. (I, III, IV, V)
- C. Guide students in the application and use of appropriate terminology related to the retail industry. (I, II, IV)
- D. Provide an overview of the history of the retail industry. (I, IV)
- E. Develop the student's working knowledge of the retail environment. (I, III, IV, V)

*Roman numerals after course objectives reference goals of the Retail and Consumer Science program.

III. Expected Student Learning Outcomes*:

Students will be able to:

- 1. Recognize the factors that describe retailing as a business and identify the activities and responsibilities associated with retailing. (A, B, C, D, E)
- 2. Demonstrate a basic knowledge of the history of the profession. (B, D)
- 3. Apply and describe the elements and principles of retailing. (A, B, E)
- 4. Examine and interpret the uses and psychological implications of consumer behavior. (A, B, E)
- 5. Analyze the business process of the retail environment. (A, B, C, D, E)
- 6. Exhibit a general understanding of the various career options in the profession. (A, B, D, E)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 95% of grade

Announced Tests: 70% of grade

Tests covering material from the textbook as well as information from lecture will account for 70% of your grade. Tentative dates for the tests are provided on the schedule.

Quizzes: 10% of grade

In-class quizzes will be given and will cover various aspects of the lectures to date. These quizzes will require the student to be present in class and cannot be made up.

Final Exam: 15% of grade

A comprehensive final exam covering all information of the semester will be given during the final exam period.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Class Participation: 5% of grade

This portion of the course grade is based on the student's overall involvement while in the classroom and will include participation in class discussions and activities, completing assignments on time and in a professional manner, working diligently, exhibiting a respectful, professional attitude to fellow classmates and the instructor, and a general contribution to the overall development of a positive, supportive learning environment.

E. Grading Scale:

Grading Scale:

A = 90-100

B+ = 87-89

B = 80-86

C+ = 77-79

C = 70-76

D = 60-69

F = Below 60

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which

the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Mississippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.