

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**CUSTOMER RELATIONS & RETAIL ANALYTICS
RCS 2316**

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 elective)

Catalog Course Description:

Comprehension of retailers' language and analytic processes through analysis of data, inventory management, sales reports, and anticipated trends. Analysis of successful and unsuccessful business plans, design of effective strategies for long-term retail growth, and identification of latest trends for successful customer relations.

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:

RCS 2210, RCS 2212, RCS 2214

Textbook(s) and Other Course Materials:

Retail Analytics: the Secret Weapon, by Emmett Cox, John Wiley and Sons Publishing, New York, October 2011.

Winning at Retail: Developing a Sustained Model for Retail Success, by Willard N. Andes, Neil Z. Stern, John Wiley and Sons Publishing, New Work, June 2004.

Instructor-Assigned readings of case studies, existing design conditions, and journal articles.

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction Overview of Retail Analytics and Retail Models
2	Introduction to Retail Analytics
3	Retail and Data Analytics
4	Retail and Data Analytics
5	The Apparel Industry
6	Importance of Geography and Demographics
7	Mid-Term Exam

Assigning of Research Paper

8	In-Store Marketing and Presentation
9	Store Operations and Retail Data
10	Store Operations and Retail Data
11	Store Operations and Retail Data
12	Customer Relations
13	Customer Relations and Service
14	Customer Loyalty
15	Research Paper Due 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 means to develop an understanding of retail organizations, store operations, employee relations, and customer relations. (I, IV, V)
- B. Present a comprehensive overview of retail data and analytics for optimum business operations. (I, II, IV, V)
- C. Reinforce the use of appropriate terminology related to retail strategies, organizations, and analytics. (I, IV, V)
- D. Facilitate the student's understanding of the importance of retail data and analytics and customer relations. (I, IV, V)
- E. Identify successes and failures of retail operations. (I, 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. Exhibit an understanding of the significance of customer relationships and retail analytics. (A, B, D, E)
- 2. Demonstrate a basic knowledge of retail organization types, retail data, customer demographics, store operations, employee relations. (A, B, C, D, E)
- 3. Apply the elements and principles of retail analytics to a retail strategy and promotion. (A, B, C, D, E)
- 4. Explain the business implications of retail operations. (A, B, D, E)

5. Show the relevance of quality customer relations and customer service. (A, B, D, E)

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

IV. Evaluation:

A. Testing Procedures:

A. Testing Procedures:

Announced Tests: 70% of grade

Tests covering material from the textbook as well as information from lecture will account for 70% of your grade. Mid-Term Exam shall account for 30% and the Final Exam shall account for 40%. Tentative dates for the tests are provided on the schedule.

B. Laboratory Expectations:

N/A

C. Field Work:

Research Paper: 30% of grade

Each student will select a relevant topic of interest for preparation of a 10 page research paper to be submitted at the time of the final exam. This paper shall be written according to APA standards and represent college-level knowledge and skills.

D. Other Evaluation Methods:

N/A

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/>.