

Eastern Oregon University
Course Syllabus



Course Number: BA 450

Course Name: Retailing & Sales

Course Description: Students will study the operations of retail firms; including connecting store signage and store layouts to the needs of their target market. Students will also learn the art of sales; how to become an effective salesperson. Students will learn to analyze and describe product features and benefits; practice approaching customers; and conducting sales presentations.

Credit Hours: 4 hours

Professor: Wilson Zehr

Office: Zabel Hall, 217

eMail: wzehr@eou.edu

Office Hours: Tue/Thu 2:00 – 4:00 (and by appointment)

Classroom: ZH 107

Class time: Tue/Thu 6:00 – 7:50

Required Text and Readings:

Berman, Barry R.; Evans, Joel R.; Retail Management: A Strategic Approach, 12th edition, Pearson, 2012. ISBN: 0132720825

Regular reading of professional business journals or newspapers such as The Wall Street Journal, Business Week, The Economist, Fortune, Forbes, INC., is highly recommended. The EOU library has subscriptions to many of these publications, and additional business resources, that are available free of charge to EOU students.

Prerequisites: BA 312, BA 321, and at least junior standing

Learning Outcomes: After completing this course, students should be able to demonstrate the following outcomes.

- (1) Describe how retailing and sales are important components of the marketing mix.
- (2) Compare and contrast the current and emerging national and global retailers.
- (3) Illustrate the changing role of retailing in the distribution channel.
- (4) Determine and design productive store layout and signage.
- (5) Communicate effectively with prospects and customers.
- (6) Identify, qualify, and nurture potential customers.
- (7) Identify the steps in each specific selling process.

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Course Overview:

We often don't give sales (the profession) the attention it deserves in higher education. The one thing that experience has taught us over the years, is that if your venture can't sell stuff, then everyone else can just go home - we don't need to create it, build it, or deliver it, if we can't sell it! In fact, sales is so important that in many technology companies the top sales person in the company routinely makes more than the CEO.

In this course we will explore the function of "sales channels", learn more about the unique role that retail establishments play, examine the role of professional sales, and explore some useful sales skills along the way.

Means of Assessment: All learning outcomes are assessed with participation, class exercises, response briefs, and a term project. **A schedule that includes all assignments and due dates can be found on Canvas – dates can change so please check often.**

Participation: 10% of Final Grade

Working successfully in business requires collaboration, communication, and teamwork. This class will give you the opportunity to learn in a highly active and collaborative environment.

Of course, class attendance is required in order to participate – it is impossible to participate if you aren't here. However, this element of your grade is focused on your active and insightful participation in class discussions, exercises, and activities.

In order to maximize participation points you should read through the assigned course material and think through the important issues before class. The expectation is that you will arrive to class prepared to discuss the assigned topics in a spirited but respectful manner.

The quantity of your participation is not as important as the quality. Your participation will be evaluated based on your ability to provide in-depth analysis on the discussion questions rather than simply reciting theory and facts.

Computers and smartphones can be useful tools; however, they can also be a distraction that takes away from the classroom experience. Computers are not to be used in class except to take notes or lookup discussion topics. Smartphones are not allowed in class unless they are turned off and stored out of site. If you need to use your phone, please excuse yourself from class, and then return quietly when you are finished. Use of computers or smartphones in any other way will result in a zero for participation points for that day.

It may be necessary to miss a class due to illness, family emergency, or personal matters. Please send me an email in advance of these absences.

If you are an athlete and you have games/events that conflict with class sessions, provide a list of these events at the beginning of the term. Be sure to submit any assignments due on those days the class session before the one you will miss.

Your first assignment with respect to participation is to make sure that you have a current profile picture uploaded in Canvas (photo or avatar) before the end of the first week of class.

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Class Exercises: 15% of Final Grade (25 points/exercise)

There will be several in-class exercises offered over the course of the term. These may take the form of an in-class activity or a guest speaker. The exercises are designed both to encourage attendance and make learning even more fun and interesting. A grade of zero will be assigned for exercises that are not completed on the date assigned.

Quizzes: 20% of Final Grade (20 points/quiz)

There are four quizzes covering the chapter material that need to be completed. Quizzes cover the assigned reading material plus class discussions. Class discussions are designed to follow the same flow as the readings – although we sometimes diverge from this schedule in class if there are important/timely topics we want to explore in more detail. You are responsible for staying current with the reading and completing the quizzes when they are due.

The quizzes are all open book and there is no time limit for completion as long as the quiz is completed before the due date posted on Canvas. Each quiz will consist of 25 multiple choice or true/false questions taken from the reading material and discussions.

Each student is offered one “**Mulligan**” for the term. This Mulligan will allow you to retake one quiz for the course. This may be a quiz that was not completed by the deadline or an attempt to improve the score that was originally earned. There is only one per student, per term, and it can only be applied to the online quizzes, so use it wisely.

There will be no formal mid-term or final exam for this course.

Response Briefs: 30% of Final Grade (75 points/brief)

There will be four response briefs due on different types of sales channels and the associated skills required over the course of the term. The assignment will be posted on Canvas. You will need to review the information presented and then prepare a response brief (maximum of 2 pages, 1.5 spaced, 10-12 point font) that concisely responds to the topic presented.

The Response Briefs will be graded based on the sophistication of the written contribution and the quality of the information presented. We are looking for insightful analysis – not just a summary of what was in the original assignment. **Sources must be cited in APA format.**

Please be certain that you address the question(s) posed. Additionally, please use appropriate grammar and “proof read” your document. **Points will be deducted for poorly prepared written assignments.** Papers that do not address the assigned question, or are “off-topic”, will receive no credit.

Papers must be submitted before the date posted on Canvas. **Late papers will not be accepted.**

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Final Project: 30% of Final Grade (300 points)

Students will work together in teams to develop an original retail concept. We are looking for ideas that are fresh, unique, and that have actual commercial potential. Companies like Nike started with a school project like this one – your creative idea can be next!

Additional details on the final project will be provided in class. This is a group project that is expected to take the entire term to develop. There will be class time to work together on the project; however, this assignment will also require a significant amount of time outside of class.

Project teams will make a presentation in the final class session of the term. The final report is due Monday of finals week. **Late assignments will not be accepted.**

A summary of the total points possible for this class by assignment is provided below. The final course grade assigned will be based on the percentage of total points earned by the student as outlined in the table below.

Grade	Minimum %
A	95
A-	90
B+	87
B	84
B-	80
C+	77
C	74
C-	70
D	60
F	<60

Assignment	Due Date	Max Score	Percentage of Total Grade	Learning Outcomes
Participation	daily	100	10%	1 - 7
Class Exercises	periodic	100	10%	1 - 9
Quizzes	weekly	200	20%	1 - 4
Response Briefs	Week 2, 4, 6, 8	300	30%	5 - 7
Project Presentation	Final class	100	10%	3 - 5
Project Report	Mon finals week	200	20%	3 - 5
Course Total		1,000	100%	

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General Education Category and Outcomes: This is an upper division elective course in the marketing concentration of the Business Administration degree program.

University Writing Requirement (UWR) Outcomes: Does not qualify as a UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU's undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to eou.mywconline.com to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the [eTutoring](#) page to submit papers to a writing tutor.

Statement on Student Conduct:

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

Statement on Academic Misconduct:

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: <http://www.eou.edu/saffairs/handbook/honest.html>

Accommodations/Students with Disabilities Policy:

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: [541-962-3081](tel:541-962-3081)

Syllabus Prepared By: W. Zehr

Date: 3/30/2017