Course Expectations Letter

Subject: MARKETING 175 – RETAIL MANAGEMENT

E-Mail Contact Information:
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Catalog Course Description:

This course is designed for the student pursuing a career in retail management or desiring to own their own retail business. Class discussions will explore the topics of customer buying behavior, retail market strategy, retail site location, and human resources management. Case studies and experiential exercises will be used to help students understand additional topics including customer service, store management, retail pricing, supply chain management, and merchandise management.

Student Learning Outcomes:

Throughout the semester, your performance on multiple student learning outcomes will be evaluated. These are skills for which all students who successfully complete this course should be able to demonstrate proficiency. The outcomes which will be assessed include--but are not necessarily limited to--the following:

• Students will be able to identify and explain the different customer responses to store layout and visual merchandising techniques as they occur in different retail formats.

By logging into Canvas you affirm that you are the student who enrolled in the course(s) and are the person who will complete the assigned work. Furthermore, you agree to follow the regulations regarding academic integrity, personal identification and the use of student information as described in BP 5500 (Standards of Conduct) and AP 5520 (Student Conduct Procedures) which are the Rio Hondo College student conduct codes that govern student rights and responsibilities. You acknowledge that failure to abide by the regulations set forth in BP 5500 and AP 5520 may result in disciplinary action, including expulsion from the college.

This is NOT a self-paced course. There are firm deadlines in this class. There are assignments due on a regular basis. Please plan your time carefully!

Textbook: Please consult the Bookstore for information at (562) 463-7345 or go to Rio Hondo College Online Bookstore

This course will include regular instructor student contact. Methods of regular instructor student contact include:

• E-mail messages from the instructor
• Announcements placed on Canvas
• Discussion Forums posts and responses

The instructor may drop you for non-participation.

There will be a one to three business day delay after an add code is used before a student may be able to log on to Canvas.
For students new to online classes, it is highly recommended that you take the Online Orientation through our Online Education website. This will help explain what online classes are like and familiarize you with how the class is laid out. The orientation can be found at: http://www.riohondo.edu/canvas-orientation/

Email Responses: Instructors will make every attempt to respond to students in a timely fashion. Responses can take up to 48 hours before a response is received, excluding weekends and holidays.

Disability: A Student with a verified disability may be entitled to appropriate academic accommodations. Please contact your instructor and/or the Disabled Students & Programs office at 562-908-3420 for more information.

*Modifications and Disclaimer:* The instructor reserves the right to modify the content of the course or any course procedure. It is the responsibility of the student to keep apprised of all changes. If the student wishes to drop the class he/she is responsible for initiating the drop. Do not take it for granted that you will be dropped. If you stop working and do not drop the course, you may get an undesirable grade.