Marketing 2230
Principles of Retail
3 Credit hours

This is an information sheet only, not the course syllabus.

COURSE DESCRIPTION
Strategic approach to principles and problems of retailing. Includes market information, organization, layout, location, merchandising, buying, receiving, display, promotion, price, control systems, human resources and government regulations. Completion of Business 1100 recommended prior to enrollment.

(3 lecture hours)

REQUIRED AND RECOMMENDED COURSE MATERIALS
Please follow the instructions below to locate information on the textbook and other materials for this course.
1. From COD home page, click on myACCESS.
2. Click on Search for Credit Classes.
3. From the Term drop-down box select the term.
4. Choose your course from the Subjects drop-down menu.
5. In the Course # field, enter your course number.
6. In the Section field, enter the course section number if known.
7. From the Course Types drop-down menu select Internet/Online.
8. Scroll to the bottom of the page and click on SUBMIT.
9. Click on the Section Name and Title link.
10. Click on Click here for prices of required textbook(s) and supplies and course material information will be displayed.

Alternatively, you can visit the COD Bookstore website to find this information.

COURSE OUTLINE

<table>
<thead>
<tr>
<th>Introduction</th>
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| Unit 1 | Article Review
Discussion Board
Homework #1-Multiple Choice
Research Questions
Exam |

| Unit 2 | Article Review
Discussion Board
Homework #1-Multiple Choice
Research Questions
Exam |

| Unit 3 | Article Review
Discussion Board
Homework #1-Multiple Choice
Research Questions
Exam |
### EVALUATION/GRADING

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Exams @ 100 points each</td>
<td>500</td>
</tr>
<tr>
<td>5 Article Reviews @ 5 points each</td>
<td>25</td>
</tr>
<tr>
<td>5 Unit Homework – multiple choice @ 25 points each</td>
<td>125</td>
</tr>
<tr>
<td>5 Unit Research Questions @ 50 points each</td>
<td>250</td>
</tr>
<tr>
<td>5 Unit Discussions, Blogs, Wikis @ 20 points each</td>
<td>100</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,000</strong></td>
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### GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>900-1,000</td>
</tr>
<tr>
<td>B</td>
<td>800-899</td>
</tr>
<tr>
<td>C</td>
<td>700-799</td>
</tr>
<tr>
<td>D</td>
<td>600-699</td>
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<tr>
<td>F</td>
<td>599 and fewer points</td>
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### SATISFACTORY/FAIL OPTION

The S/F grade option is available to students in this course. Contact the instructor or refer to the syllabus for details and conditions.

### INCOMPLETE GRADE POLICY

If you may find that you are unable to complete the course by the end of the semester for some unavoidable reason you may request an Incomplete grade. Contact the instructor or refer to the course syllabus for details.