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## AMD 275: Retail Merchandising

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**Semester:** Spring 2021

### Instructor

Dr. Arienne McCracken, Assistant Teaching Professor  
*(Please call me Dr. McCracken or Professor McCracken - thanks!)*

Office: 1072 LeBaron

Email: [ariennem@iastate.edu](mailto:ariennem@iastate.edu)

Office Hours: I am happy to meet with you. Office hours are by appointment so they can fit into your schedule – please email to set up a time.

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### Course Dates

1/25/2021 - 5/7/2021

### Mode of Course Delivery

**Online asynchronous** (no in-person class meetings; no live online class meetings).

This class is delivered as an asynchronous online course (with one exception; see Group Project below). That means that the entire course is done online. While there are due dates for assignments, there is no scheduled class meeting time, so students have more leeway on when to read lectures and do assignments. Students are responsible for all material in the assigned chapters and content files on Canvas.

Note: There is a semester-long group project. Team members will need to meet regularly via Zoom, group chat, text, emails, Facetime, GroupMe, or other online means to complete this project.

## Course Description

### ISU Catalog Description

Apparel, Merchandising, and Design Seminar: Retail Merchandising. (3-0). Cr. 3. F. S. *Prereq: 3 credits in Math are recommended.*

Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of products, services, and experiences in these businesses. Industry and market research, planning of new offerings, and development of promotional and competitive strategies for various retail formats.

### How to Use Canvas

In Canvas, there is **one module for each week of class**. Each module contains information and links about readings, slides, videos, assignments, quizzes, and exams. I strongly suggest you work through the course by consulting the modules to know what we are learning that week and **what you will need to do**.

### Subject to Change

This syllabus is subject to change! Any changes will be communicated on Canvas.

## Prerequisites

3 credits in Math are recommended.

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## Course Outcomes

Based upon CHS Learning Outcomes, all graduates from the AESHM Department should be able to demonstrate the General Department Learning Outcomes: 1) Communication, 2) Self-assessment/self-reflection, 3) Critical Thinking, and 4) Ethics, Diversity and Social Responsibility.

**Based upon these learning outcomes, this course will contribute to your ability to:**

### Communicate

- Apply merchandising, retailing, and marketing terminology, concepts and theories in the planning, development, and presentation of product lines in the major team project and other assignments.
- Function effectively as team members and leaders within professional and culturally diverse environments in one-on-one, small group, and large group situations.
- Demonstrate effective and professional oral and written communication.
- Prepare and deliver effective presentations (orally and in writing) of technical information for a target population.

## Engage in Self-assessment/Self-reflection

- Examine the structure and function of retail businesses and gain understanding of employment opportunities in such firms.

## Think Critically

- Understand the changing retail merchandising environment of today.
- Analyze retail merchandise assortments, and the styling, pricing, and timing of inventories from a marketing perspective.
- Analyze business and competitive strategies used by retail, apparel, and hospitality firms.
- Analyze merchandise assortments, services, experiential offerings, and events appropriate for retail and/or hospitality firms, and develop appropriate presentation, promotional, and competitive strategies.
- Evaluate the impact of technology and supply chain business systems on retail, apparel, and hospitality-related firms.
- Be familiar with basic accounting processes and retailing formulas required for merchandise planning, pricing, inventory assessment and evaluation.

## Engage with Ethics, Diversity, and Social Responsibility

- Compare and contrast sustainability efforts undertaken by several large apparel firms.
  - Examine customer service, personal selling techniques, and human resources strategies relevant to retail, apparel, and hospitality-related firms.
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## Required and Recommended Textbooks and Course Materials

### Required for Class

1. **Text:** Levy, M., Weitz, B.A. & Grewal, D. (2019). *Retailing management* (10th Ed.). New York: McGraw-Hill Education. Note, the instructor does **not** use the Connect feature for this class. Lectures, exams, and quizzes are based on this book.
2. **MS Office Suite software.** You can get the MS Office Suite for **free** from ITS. The MS Office Suite includes Word, PowerPoint, and Excel, which are the industry standards. You can get it for both PCs and Macs.

### Recommended for Class

3. **National Retail Federation (NRF).** You should become familiar with this group and its website. One of the goals of this class is to acquaint you with what is happening in the industry that you are interested in working in, and the NRF is an excellent resource for that. I suggest you sign up for their emails that highlight some of the current news about retailing. URL: <https://nrf.com/connect/newsletters> - scroll down to see the newsletters they produce.
  4. **Business of Fashion (BOF) website.** You can sign up for a membership at this site for free here: <https://www.businessoffashion.com/memberships/student/details>. BOF aggregates news about the fashion industry and is another excellent resource.
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## Class Fees

Course materials, field trips, and travel fees - \$40.

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## Department and University Policies

### AESHM Policies

#### AESHM Collegiality Statement

The Department of Apparel, Events, and Hospitality Management is committed to sustaining a collegial, positive, and productive environment for scholarship, learning, institutional service, and outreach for each individual and for the collective benefit of all. Faculty and professional staff are expected to conduct themselves in a manner that contributes constructively to the department's mission and reputation.

In addition, faculty and professional staff are expected to work to maintain a positive workplace that emphasizes respect for the opinions of others and is free from forms of misconduct, as enumerated in Chapter 7 of the ISU Faculty Handbook - <https://www.provost.iastate.edu/faculty-and-staff-resources/faculty-handbook>

### Iowa State University Policies

#### Free Expression

Iowa State University supports and upholds the First Amendment protection of [freedom of speech](#) and the principle of [academic freedom](#) in order to foster a learning environment where open inquiry and the vigorous debate of a diversity of ideas are encouraged. Students will not be penalized for the content or viewpoints of their speech as long as student expression in a class context is germane to the subject matter of the class and conveyed in an appropriate manner.

#### Principles of Community

This course is operated according to the Iowa State University Principles of Community.

<https://www.diversity.iastate.edu/connect/principles>

1. Respect: We seek to foster an open-minded understanding among individuals, organizations and groups. We support this understanding through outreach, increasing opportunities for collaboration, formal education programs and strategies for resolving disagreement.
2. Purpose: We are encouraged to be engaged in the university community. Thus, we strive to build a genuine community that promotes the advancement of knowledge, cooperation and leadership.
3. Cooperation: We recognize that the mission of the university is enhanced when we work together to achieve our goals. Therefore, we value each member of the Iowa State University community for their insights and efforts, collective and individual, to enhance the quality of campus life.
4. Richness of diversity: We recognize and cherish the richness of diversity in our university experience. Furthermore, we strive to increase the diversity of ideas, cultures and experiences throughout the university community.
5. Freedom from discrimination: We recognize that we must strive to overcome historical and divisive biases in our society. Therefore, we commit ourselves to create and maintain a community in which all students, staff, faculty and administrators can work together in an atmosphere free from discrimination, and to respond appropriately to all acts of discrimination.
6. Honest and respectful expression of ideas: We affirm the right to and the importance of a free exchange of ideas at Iowa State University within the bounds of courtesy, sensitivity and respect. We work together to promote

awareness of various ideas through education and constructive strategies to consider and engage in honest disagreements.

## Academic Dishonesty

The class will follow Iowa State University's policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office. <http://www.dso.iastate.edu/ja/academic/misconduct.html>

## Disability Accommodation

Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. Students requesting accommodations for a documented disability are required to work directly with staff in Student Accessibility Services (SAS) to establish eligibility and learn about related processes before accommodations will be identified. After eligibility is established, SAS staff will create and issue a Notification Letter for each course listing approved reasonable accommodations. This document will be made available to the student and instructor either electronically or in hard-copy every semester. Students and instructors are encouraged to review contents of the Notification Letters as early in the semester as possible to identify a specific, timely plan to deliver/receive the indicated accommodations. Reasonable accommodations are not retroactive in nature and are not intended to be an unfair advantage. Additional information or assistance is available online at [www.sas.dso.iastate.edu](http://www.sas.dso.iastate.edu), by contacting SAS staff by email at [accessibility@iastate.edu](mailto:accessibility@iastate.edu), or by calling 515-294-7220. Student Accessibility Services is a unit in the Dean of Students Office located at 1076 Student Services Building.

<https://sas.dso.iastate.edu/student/request-forms/applying-for-accommodations>

## Prep Week

This class follows the Iowa State University Prep Week policy. <https://www.provost.iastate.edu/academic-programs/dead-week>

## Harassment and Discrimination

Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact their instructor, Student Assistance at 515-294-1020 or email [dso-sas@iastate.edu](mailto:dso-sas@iastate.edu), or the Office of Equal Opportunity and Compliance at 515-294-7612.

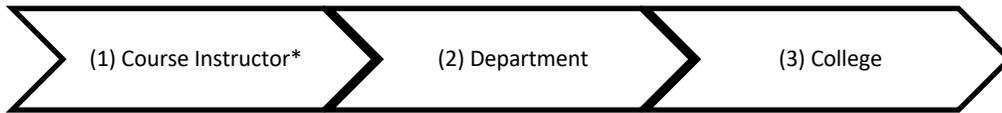
## Religious Accommodation

If an academic or work requirement conflicts with your religious practices and/or observances, you may request reasonable accommodations. Your request must be in writing, and your instructor or supervisor will review the request. You or your instructor may also seek assistance from the Dean of Students Office or the Office of Equal Opportunity and Compliance.

## Classroom or Grade Problems

The Department of Apparel, Events, and Hospitality Management values each student and strives to provide the best educational experience possible.

If you believe a faculty member (in their academic capacity) has behaved unfairly or unprofessionally towards you, please direct your concern in the following order:



- If at all possible, resolve the problem with the student and the instructor involved.
- \* If the grievance involves sexual or racial harassment and the student prefers not to deal directly with the instructor, the student should discuss the grievance with the instructor's department chair Dr. Eulanda Sanders, or appropriate Associate Chair listed to the right:

- AESHM Associate Chair for Undergraduate Academic Affairs, Dr. Ellen McKinney, emckinne@iastate.edu
- AESHM Associate Chair and Director of Graduate Education, Dr. Ann-Marie Fiore amfiore@iastate.edu

- CHS Associate Dean for Undergraduate Academic Affairs Dean, Dr. Robert Reason, rreason@iastate.edu
- Associate Dean of the Graduate College, Dr. Carolyn Cutrona, cutrona@iastate.edu

More details are available at <https://catalog.iastate.edu/academics/#academicgrievancesappealstext>

## Violence-Free University

At ISU, violence, threats or implied threats of violence, and intimidation (verbal or physical acts intended to frighten or coerce) impede the goal of providing a safe environment and will not be tolerated. For more information, refer to <http://www.policy.iastate.edu/policy/violence>.

## Emergency Response

In an emergency situation, follow emergency response guide at <http://www.ehs.iastate.edu/sites/default/files/uploads/publications/posters/EmergencyPoster.pdf>. For more information, refer to <http://www.policy.iastate.edu/policy/emergencynotification>

## Course-Specific Policies

**This syllabus** is a description of the course and a detailed timeline for what will happen in the course. If you have a question about deadlines or what will be happening in an upcoming week, consult the syllabus first (this document or Canvas). If it is still unclear, please email your instructor.

## Teamwork

Teamwork is an important part of one's grade and the expectations for this class. **Group work mirrors the typical contemporary work environment in the apparel industry.** Full participation and cooperation are expected from each team member.

Teams work on a semester-long project. Group members will need to meet regularly via Zoom, group chat, text, emails, Facetime, GroupMe, or other online means to complete this project.

**Team Contract and Peer Evaluations.** In order to maintain a collaborative learning space within your team, it is important that you attend virtual meetings, contribute to team work, and respect each other's viewpoints.

Once teams are established, the members will work together to create a contract. This contract will be the rules or guidelines of the team. Each member of the group should follow these agreed-upon directives in order to facilitate the best team learning experience. If group members do not abide by the team contract, consultation with the instructor will occur. Evaluations for team projects will be based on written feedback from all team members, self-evaluations, and instructor assessment of overall team performance. Failure to complete minimum expected team responsibilities may result in removal from the team project, a failing grade, or reduced points for the project.

### Due Dates and Late Assignment Policy

Due dates for assignments and quizzes are listed in the syllabus (both hardcopy and on Canvas). Most assignments are due on Sundays at 11:59 pm, unless otherwise noted. Do not wait until the last minute to do assignments.

**Late assignment penalty:** I accept late assignments, with some conditions. The assignment grade will be reduced by 10% for every day it was late. Assignments will not be accepted after one week beyond the due date.

### Assignments and Grading

<b>AMD 275 Course Requirements</b>	<b>Points Possible</b>
Topic Assignments (including retail locations, customer relationship management scenarios, pricing, brand strategy, marketing mix inventory, and other retailing applications)  11 assignments	165
Chapter Quizzes on Canvas 13 quizzes @ 10-15 points each	135
Two Exams (60 pts x 2)	120
Team Project Part 1: Research Paper: Retail, apparel, or hospitality market research paper on a selected publicly held large retail firm.	100
Team Member Evaluation	10
Team Project Part 2: Written Component: Retail, Apparel, or Hospitality Firm New Line Proposal. Project Part 2 focuses on the same large firm researched in Part 1.	100
Presentation Slides	50
Team Member Evaluation	10
Guest Speaker Survey	50
<b>TOTAL POSSIBLE POINTS</b>	<b>740</b>

## ISU Grading Scale

A	100%	to 93%
A-	< 93%	to 90%
B+	< 90%	to 87%
B	< 87%	to 83%
B-	< 83%	to 80%
C+	< 80%	to 77%
C	< 77%	to 73%
C-	< 73%	to 70%
D+	< 70%	to 67%
D	< 67%	to 63%
D-	< 63%	to 60%
F	< 60%	to 0%

## Grading Policies

A plus/minus grading system is used (see above). To determine how you are doing, divide your total points received by the total points possible to date. The final grade is based on cumulative points from assignments and quizzes.

## Posting of Grades

Grades will be posted on Canvas. The instructor will make every effort to keep accurate records. However, it is your responsibility to monitor grade records and keep all materials related to the course. Grade-related claims should be submitted via email to [ariennem@iastate.edu](mailto:ariennem@iastate.edu).

Any discussion of a grade must be done **WITHIN ONE WEEK** after it has been posted to Canvas.

## Quizzes and Exams

**Quizzes** are taken on Canvas. Each quiz covers one or two chapters in the text and is based on content of the corresponding chapter(s). The first quiz is on the syllabus.

Quizzes are intended to help you to review and become familiar with basic content and concepts in the text before they are discussed in class. They are open-book and consist of multiple-choice questions. Quizzes will be worth 10 points each, with a total of 10 questions that are each worth 1 point. (The syllabus quiz is worth 15 points). Quizzes should be completed by the due date/time as indicated on the syllabus calendar.

**Exams** are also taken on Canvas during the time periods noted on the course schedule. The two exams are worth 60 points each and consist of computer-scored multiple choice and matching questions. Exams cover a range of specified chapters, content from lectures, and guest speaker information.

# Communication, Personal Responsibility, and Professionalism

## Communication

Ask questions and seek help as needed. Communication is key to a successful class. If any instructions or assignments are not clear, please email your instructor to clarify. I am happy to speak with you at a time that works with your schedule.

## Personal Responsibility

One of the tenets of this course is personal responsibility.

- You play an active role in your education and as a student in this class.
- It is your responsibility:
  - to know all the policies listed in this syllabus
  - to know all assignment deadlines
  - to make sure your assignments are uploaded correctly and completely to Canvas by the deadline. Incomplete and/or blank documents will be treated as late work until they are uploaded correctly and will be penalized accordingly.

## Mutual Respect and Professionalism

It is expected that everyone in the class will treat each other with courtesy and respect. It is the instructor's goal to promote an atmosphere of mutual respect in the course. Please contact the instructor if you have suggestions for improving the class environment. It is preferable if students discuss issues directly with the instructor; however, students may also leave a note in the instructor's mailbox.

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## Technology and Support

### Canvas

- Canvas and email are used to build a communication network between students and the instructor.
- It is your responsibility to **check Canvas and ISU email regularly** (i.e., daily) for content updates and class announcements.
- Follow up with the Solution Center at 515-294-4000 or [solution@iastate.edu](mailto:solution@iastate.edu) if you have any Canvas-related problems. If you have a prolonged Canvas problem, please notify the instructor **as soon as possible**.

### Submission Formats

- Use either MS Office Suite (Word, Excel, Powerpoint) or Adobe PDF formats to upload assignments to Canvas. If images must be uploaded separately, JPG, GIF, and PNG formats will be accepted. Other formats will **not** be accepted.
- You can get the MS Office Suite for free from ITS. The MS Office Suite includes Word, PowerPoint, and Excel, which are the industry standards. You can get it for both PCs and Macs. It is required for this class.
  - **Macs** can run Office components (like Word and Excel). Your professor owns a Mac and uses Word and PowerPoint every day.
  - **Chromebooks** can open and edit Office files. See link here for more information:  
<https://support.google.com/chromebook/answer/2481498?hl=en>

## Other Tech Concerns

- In general, contact the Solution Center at 515-294-4000 or [solution@iastate.edu](mailto:solution@iastate.edu) if you have any computer or Canvas-related problems.
  - If a technical issue occurs while taking a quiz on Canvas such as an internet connection is lost or Canvas goes offline, please document the date and time this occurred and email instructor **the date, time, and approximately how many questions were completed before losing connection.**
  - Individual laptop issues will not be excused. Smartphone or tablet uploads are at your discretion; failure to upload on these devices will not be accepted as a valid excuse.
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## Student Wellness and Health

There are many campus resources that can help with a wide variety of situations or issues. Please reach out - people can and want to help.

ISU's COVID-19 Response Page

- <https://web.iastate.edu/safety/updates/covid19>

ISU Crisis Text Line

- Students dealing with heightened feelings of sadness or hopelessness, thoughts of harm or suicide, or increased anxiety may contact the **ISU Crisis Text Line (Text ISU to 741-741)** or call the **ISU Police Department (515) 294-4428 or 911**. Call 24 hours a day, 7 days a week.

Thielen Student Health Center

- <https://health.iastate.edu/> or call (515) 294-5801 (24/7 Medical Advice)

Student Wellness

- <http://studentwellness.iastate.edu> or call (515) 294-1099

Student Counseling Services

- <https://counseling.iastate.edu> or call (515) 294-5056

Recreation Services

- <http://recservices.iastate.edu> or call (515) 294-4980

ISU Student Health and Wellness

- <http://www.cyclonehealth.org>
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## Academic Support

### Student Support

Review the student support resources (<https://www.celt.iastate.edu/student-success/>) featuring advice on effective study habits, ways to seek academic support and stay motivated and engaged throughout your coursework.

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## Online Learner Support

Receive technical assistance and academic guidance available via Online Learner Support\_resources (<https://www.celt.iastate.edu/online-learner-support/>).

## Writing and Media Center Assistance

The Writing and Media Center (WMC) helps students become effective, more confident communicators. The WMC is a welcoming and inclusive place where friendly communication consultants offer individualized assistance to undergraduate and graduate students, faculty, staff, and community members working on any form of written, oral, visual, or electronic communication. While they can help you identify patterns and trends in your spelling and grammar, they do not provide editing services. In addition to one-on-one consultations (both in-person and online), the Center offers presentations introducing the Center's services, workshops by request, writing retreats, and other programs. They have three locations on campus.

Online appointments available during open hours. Please go to <https://www.wmc.dso.iastate.edu/> to schedule an appointment.

## Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Any changes in due dates or content will be posted on Canvas. Please check for announcements and updates regularly!

Week/Dates	Topics	Reading	Assignments & Quizzes (all due on the next Sunday at 11:59 pm unless otherwise specified)
1 (1/25-1/30)	<ul style="list-style-type: none"> <li>Course Overview</li> <li>Introduction to Retailing</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 1 in text</li> <li>Week 1 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Syllabus Quiz</li> <li>Career Interest Inventory (3 pts extra credit)</li> </ol>
2 (1/31-2/6)	<ul style="list-style-type: none"> <li>Types of Retailers</li> <li>Rise (and Fall?) of Department Stores</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 2 in text</li> <li>Week 2 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Chapter 1 &amp; 2 Quizzes</li> <li>Guest Speaker Survey</li> </ol>
3 (2/7-2/13)	<ul style="list-style-type: none"> <li>Team Formation</li> <li>Introduce Team Project Part 1</li> <li>Multichannel / Omnichannel Retailing</li> <li>Customer Buying Behavior</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 3 &amp; 4 in text</li> <li>Week 3 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Chapter 3 Quiz</li> <li>Discussion Board with Team: Who I Am</li> <li>Team Assignment: Potential Company Research</li> </ol>
4 (2/14-2/20)	<ul style="list-style-type: none"> <li>Retail Market Strategy &amp; SWOT Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 5 in text</li> <li>Week 4 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Chapters 4 &amp; 5 Quiz</li> <li>Team Assignment: SWOT Analysis</li> </ol>
5 (2/21-2/27)	<ul style="list-style-type: none"> <li>Perceptual Maps</li> <li>4Es</li> </ul>	<ul style="list-style-type: none"> <li>Week 5 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Experience Economy/4Es Assignment</li> <li>Team Assignment: Perceptual Map</li> </ol>
6 (2/28-3/6)	<ul style="list-style-type: none"> <li>Retail Locations 1 &amp; 2</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 7 &amp; 8</li> <li>Week 6 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Location Assignment</li> <li>Chapters 7 &amp; 8 Quiz</li> </ol>
7 (3/7-3/13)	<ul style="list-style-type: none"> <li>Financial Strategy</li> <li>Sustainability in the Apparel Industry</li> <li>Discussion of Exam 1</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 6 in text</li> <li>Week 7 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Sustainability Assignment</li> <li>Check-In Assignment 1</li> <li>Chapter 6 Quiz</li> </ol>
8 (3/14-3/20)	<ul style="list-style-type: none"> <li>Information Systems and Supply Chain Management</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 9 in text</li> <li>Week 8 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Exam 1 is available on Canvas from 3/14-3/21</li> <li>Chapter 9 Quiz</li> </ol>

<b>Week/Dates</b>	<b>Topics</b>	<b>Reading</b>	<b>Assignments &amp; Quizzes</b> (all due on the next Sunday at 11:59 pm unless otherwise specified)
9 (3/21-3/27)	<ul style="list-style-type: none"> <li>Digital Entrepreneurship / Online-only Businesses</li> <li>Changing Face of Retail</li> </ul>	<ul style="list-style-type: none"> <li>Week 9 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Due 3/28: <ul style="list-style-type: none"> <li>Major Team Project Part 1 paper</li> <li>Peer evaluation</li> </ul> </li> </ol>
10 (3/28-4/3)	<ul style="list-style-type: none"> <li>Introduce Team Project Part 2</li> <li>Customer Relationship Management</li> <li>Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 10 &amp; 17 in text</li> <li>Week 10 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Chapters 10 &amp; 17 Quiz</li> </ol>
11 (4/4-4/10)	<ul style="list-style-type: none"> <li>Manage the Merchandise Planning Process</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 11 in text</li> <li>Week 11 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Check-In Assignment 2</li> <li>Chapter 11 Quiz</li> </ol>
12 (4/11-4/17)	<ul style="list-style-type: none"> <li>Retail Buying and Pricing</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 12 &amp; 13 in text</li> <li>Week 12 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Assignment</li> <li>Chapters 12 &amp; 13 Quiz</li> </ol>
13 (4/18-4/24)	<ul style="list-style-type: none"> <li>Retail Communication Mix</li> <li>Human Resources and Managing the Store</li> </ul>	<ul style="list-style-type: none"> <li>Chapters 14 &amp; 15 in text</li> <li>Week 13 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Chapters 14 &amp; 15 Quiz</li> <li>HR Assignment (18 points extra credit)</li> </ol>
14 (4/25-5/1)	<ul style="list-style-type: none"> <li>Store Layout, Design, and Visual Merchandising</li> <li>Discussion of Exam 2</li> </ul>	<ul style="list-style-type: none"> <li>Chapter 16 in text</li> <li>Week 14 materials on Canvas</li> </ul>	<ol style="list-style-type: none"> <li>Chapter 16 Quiz</li> </ol>
15/Finals (5/2-5/7)			<ol style="list-style-type: none"> <li>Due 5/2 at 11:59 pm: <ul style="list-style-type: none"> <li>Major Team Project Part 2 written component</li> <li>Presentation Slides</li> <li>Evaluations</li> </ul> </li> <li>Exam 2 is available from 5/2 - 5/7 on Canvas</li> </ol>