Southern New Hampshire University

Course Syllabus

MKT 221: Merchandise Planning
Center: Online

Instructor Availability and Response Time

Your instructor will be active in Blackboard at least five days each week; this is where most of our class interaction will happen. Communication, when in the Blackboard environment, benefits the entire class. Emails to the instructor directly should be reserved for concerns of a personal/sensitive nature. Your instructor will respond to questions—either via the Discussion Board or via email—within 24 hours.

Textbook

Fundamentals of Retail Buying with Merchandising Math (with access code to MyFashionKit)
Angella Hoffman
Prentice Hall
2012
9780133075762

Course Prerequisites

Course Description

To meet consumers' needs and expectations, retailers have to follow a basic model that consists of providing the right products to the right consumers at the right time and at the right place. Implementing this model involves the development of merchandise plans through various applications, including computer applications. Overall, students learn how to assess stock activity and how to maximize profit.

Course Objectives

- Explain the foundations and applications of merchandising mathematics for interpreting and responding to financial planning and control
- Apply the appropriate sales, inventory, and resource mechanisms necessary in merchandise planning
- Analyze the effectiveness of merchandising decisions
- Explain the purchasing and pricing terms between the retailer and the vendor
- Analyze historical data to construct a current merchandise plan
- Understand how to assess stock activity and build a model stock to generate profit

Grade Distribution

Assessment Item	Percentage of Final Grade
Discussions	15%
Problem Sets	15%
Short Papers	20%
PowerPoint Presentation	5%
Final Project	45%
Total	100%

University Grading System

Undergraduate Grading System:		
Grade	Numerical Equivalent	Points
A	95-100	4.00
A-	90-94	3.67
B+	86-89	3.33
B	83-85	3.00
B-	80-82	2.67
C+	76-79	2.33
C	73-75	2.00
C-	70-72	1.67
D+	65-69	1.33
D	60-64	1.00
F	0-59	0.00
I	Incomplete*	
IF	Incomplete/Failure*	
W	Withdrawn	

* Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition & Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the course work must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

Course Rubrics

Course rubrics and assignment guidelines can be found in your course in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found the folders. All assignments are due by 11:59 p.m. EST on the last day of the module week.

Module	Topics and Assignments
1	Merchandising Mathematics Icebreaker Discussion 1.1: Financial Decisions Based on Merchandising Mathematics Apply and Discover 1.1: MyFashionKit Simulations Apply and Discover 1.2: Research on Profit Ratios Evaluate 1.1: Problem Set on Merchandising Mathematics
2	Merchandising Mathematics Continued Discussion 2.1: Markdowns and Brand Image Apply and Discover 2.1: MyFashionKit Simulations Apply and Discover 2.2: Practice on Percent of Calculations Evaluate 2.1: Problem Set on Merchandising Mathematics Evaluate 2.2: Short Paper on Markdowns
3	Planning Discussion 3.1: The Importance of Planning Apply and Discover 3.1: MyFashionKit Simulations Apply and Discover 3.2: Practice on Merchandise Plan Evaluate 3.1: Final Project Milestone: Store Overview
4	Purchasing Discussion 4.1: Vendor Relations Apply and Discover 4.1: MyFashionKit Simulations Evaluate 4.1: Problem Set on Purchase Order Evaluate 4.2: Short Paper on Forecasting Methods
5	Selling Discussion 5.1: Merchandise Pricing Evaluate 5.1: Short Paper on Forecasting and Technology Evaluate 5.2: Presentation on Seasonal Item
6	The Customer Discussion 6.1: Target Market Apply and Discover 6.1: Research on the In-Store Experience Evaluate 6.1: Final Project Milestone: First Draft

7	Reporting and Performance Measures
	Discussion 7.1: Financial Statements
	Apply and Discover 7.1: Practice on Profit and Loss Statements
	Evaluate 7.1: Final Project Milestone: Final Draft
8	Generating a Profit
	Discussion 8.1: Merchandising Employment Opportunities
	Evaluate 8.1: Short Paper on Generating a Profit

Attendance Policy

Failure to participate during the first week of the course (12:00 a.m. Monday through 11:59 p.m. Sunday) will result in automatic withdrawal. Participation is defined as posting activity within a discussion board, wiki, or blog, and/or an assignment submission. Students who do not participate during the first week forfeit their rights to be reinstated into the course.

Students are expected to participate in their Blackboard course at least three (3) separate days per week throughout the term.

While Online Education classes are asynchronous, they are not correspondence or self-paced. Although only a portion of student's grades are tied to discussion; participation in discussion boards is MANDATORY.

Extended absences, defined as failure to post into the Blackboard classroom for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence with the instructor, or who fail to withdraw from the course in accordance with the COCE official drop and withdrawal policy will be graded appropriately.

SNHU College of Online and Continuing Education Withdrawal Policy
https://www.snhu.edu/648.asp

SNHU College of Online and Continuing Education Guide to Student Success
https://my.snhu.edu/Resources/StudentHandbooks/Pages/default.aspx

Additional Expectations for Students

Students are expected to participate in their Blackboard course at least three separate days per week throughout the term. Posting three times in one day does not meet the participation requirements.

All assignments must be submitted through the appropriate Blackboard tool (using Microsoft Word, other word processing format, or other specified software as identified in the Assessment document) by 11:59 p.m. Eastern Standard Time on the specified due date. Papers should follow formatting defined in the rubrics and other course materials. Most courses follow APA style, though MLA and Turabian are used as well.

Blackboard Course Tools/Areas Overview

Your course will be delivered through Blackboard. Below are the most often used Blackboard tools and areas.

Tool/Area	Description	You Should…
Announcements	This area is used to post day-to-day course details such as the status of or directions for assignments and discussions.	Students are expected to check the announcements on a regular basis, at least several times each week.
Course Information	The Course Syllabus, Technical Support, the Student Handbook, and Advising information can be found here.	Students should check this area at the start of the class. It is recommended that the syllabus be downloaded for future reference.
Learning Modules	This area contains course content, including lectures, readings, resources, assignments. This area also contains a checklist summary of assignments for the module.	Students are expected to check this area at the start of each module and throughout the module week to review course materials.
Discussion Board	This will be the primary area for discussion and collaboration throughout this class.	Students are expected to participate and contribute on a regular basis. Refer to the Attendance Policy and Grading Policy sections for information.
Research/Writing	SNHU Library and research information can be found here.	Check this area for links and information on different library-related resources.
Faculty	Instructor information is located in this area.	Check this area to find out about your instructor's background and contact information.
Communication	The primary communication tool areas for the course are discussion forums and small group areas.	Limit the use of email for comments and questions of a personal or sensitive nature. All course related questions should be posted on the discussion boards.

Southern New Hampshire University Policies

More information about SNHU policies can be found at:
https://my.snhu.edu/Academics/Pages/SyllabiStatements.aspx.

Continuing Education Center Instructor Availability All Undergraduate Continuing Education instructors at all center locations (Manchester, Nashua, Salem, Portsmouth, Brunswick ME) will be available to students for a minimum of four additional hours of face-to-face meeting time per term. This time is in addition to the required 20 hours of face-to-face time in hybrid classes and the required 40 hours of face-to-face time in lecture classes. How the additional meeting time is utilized is at the discretion of the instructor and may vary by course.

Academic Honesty Policy Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Students involved in such activities are subject to serious disciplinary action. Plagiarism is defined as the use, whether by paraphrase or direct quotation, of the published or unpublished work of another without full and clear acknowledgment. Cheating includes the giving or receiving of unauthorized assistance on quizzes, examinations or written assignments from any source not approved by the instructor. Understand that in taking this course your assignments may be submitted to Turnitin.com or other plagiarism detection services and reviewed for textual similarity suggestive of plagiarism. All submitted papers are subsequently included as source material in the Turnitin.com database for the purpose of detecting plagiarism in other submitted work. Please review Turnitin.com Usage Policy should you have any questions. For more about academic dishonesty please refer to the undergraduate or graduate catalogs.

ADA/504 Compliance Statement: Southern New Hampshire University is committed to meeting the needs of students challenged by physical, emotional or learning disabilities with regard to the Americans with Disabilities Act (ADA), as amended, and Section 504 of the 1973 Rehabilitation Act. To request accommodations to be made in your Blackboard course or to an assessment, contact the SNHU Disability Office.

Technical Support: Support for technology and Blackboard software issues can be found at http://www.snhu.edu/techsupport or by dialing SNHU 24/7 Live Support at 1-877-708-2909.

Academic Assistance: Online students enrolled in Undergraduate courses in the areas of math, writing, accounting and statistics will have access to Smarthinking online tutoring: https://my.snhu.edu/offices/COCE/Tutoring/Pages/default.aspx.

Library Resources Statement: In addition to the intellectual resources available on site and online (http://www.snhu.edu/library), Shapiro Library makes available group and one-on-one instruction in information literacy, enabling students to define and articulate what knowledge-based resources are relevant to their research interests.

Copyright Policy: Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. The SNHU Copyright Policy can be accessed from the Shapiro Library's Copyright LibGuide at http://libguides.snhu.edu/content.php?pid=5411. Questions regarding copyright may be addressed to the Dean of the University Library.