

**TXMI 3240/6240: Retail Planning and Buying**  
Spring 2003/U of GA  
Call # 95-895; 3 credit hours  
MWF 11:15am-12:05pm; Dawson Hall 310

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**COURSE DESCRIPTION:** Prerequisite: ACCT 2101.

Accounting concepts in relation to specific applications in merchandising; use of computers in merchandising.

**REQUIRED TEXT:**

Easterling, C. R., Flottman, E., Jernigan, M., & Marshall, S. (2002). *Merchandising mathematics for retailing*. (3<sup>rd</sup> Edition). New York: MacMillan Publishing Co.

**ADDITIONAL REQUIREMENTS:**

1. University computing/email account. Course information will be distributed via email. It is your responsibility to provide the professor with your email address. SEE THE ATTACHED TIMETABLE FOR EMAIL ASSIGNMENT AND PENALTIES.
2. One PC formatted Zip Disk or four 3 1/2inch computer disks.

**COURSE OBJECTIVES:**

- Students will:
1. Define and explain principles and terminology that are important to understanding profitable merchandising.
  2. Proficiently use and understand merchandising mathematics and be able to apply them to solve retail merchandising problems.
  3. Prepare, explain and interpret a Six Month Merchandising Plan.
  4. Exhibit through presentation the ability to communicate merchandising information.

**COURSE POLICIES:**

1. All workbook assignments must be printed **IN PENCIL**. All other assignments must be typed/word processed on regular 8½ x 11-inch paper. Failure to do so will result in a 10% point reduction. **KEEP AN EXTRA COPY OF ALL ASSIGNMENTS.**
2. Assignments will not be accepted unless stapled or fastened together with a clip.
3. All work is due at the beginning of class. It will be considered late if not turned in when requested.
4. Values for late assignments will be reduced by 50% if turned prior to the next class meeting and by 75% if turned in within one week. After one week, late assignments will not be accepted. If you have a late assignment to turn in and I am not in my office, you must have the secretary sign and date the item and place it in my mailbox. Assignments in my mailbox that are not signed and dated will be treated as if they have been turned in at the moment I find them.
5. Attendance and participation are expected. Tardiness is not accepted in the business world, nor will it be in this class. If you are absent it is your responsibility to show a valid excuse within one week of the missed class.
6. All assignments are to be completed alone unless specifically stated otherwise by the professor. Collaboration is considered cheating and will be dealt with accordingly. I am interested in what YOU can do, not you AND your classmates. See the section on Academic Honesty below.

**COURSE REQUIREMENTS:**

EXAMS:

Three exams and one comprehensive final will be administered during the semester. You may elect not to take the final exam, in which case an average of your first three exam scores will comprise your final exam grade. If you take the final, that grade will be used in calculating your final grade, even if the score is lower than the average of your three four exam scores. You are allowed to use a non-programmable calculator on exams. Students will not be allowed to share calculators. Failure of a calculator will not be taken into consideration in assigning grades. Exam problems must be worked in pencil. Personal belongings must be left at the front of the room during exams. If you are late for an exam you will only be allowed to take it if no one has finished and left the room. You are allowed one makeup exam, which will be given the last full week of classes to students having a valid and documented excuse who are otherwise passing the course. Excuses must be received within one week of the missed exam. Makeup exams will vary in style from the missed exam. Dates and times for all exams are included in the attached course timetable.

PARTICIPATION/IN CLASS EXERCISES/ATTENDANCE:

Discussions are an integral component of this class therefore you are to be prompt and make contributions to class discussions. Additionally, we will be working problems in this course that will serve as examples for you to follow for homework assignments and exam preparation. It is in your best interest to attend class regularly. Poor attendance and participation will be reflected in your final grade. Students who have poor attendance records (excused or otherwise) risk being dropped from the course.

SUMMARY PROBLEMS:

You will be given assignments that are to be completed outside of class. The dues dates as well as return dates are located on the attached course timetable. These problems will be similar to those on exams.

**SIX MONTH MERCHANDISING PLAN PROJECT AND PRESENTATION:**

You will be completing a “hands on” project to give you practical experience using the techniques presented in class. The project will place you in the position of assistant buyer for a retail store. Completion of this project relies on your understanding of math and buying concepts presented during the course. A packet of materials will be sent to you via “File Express” which will be demonstrated in class. You will need to bring printouts of the instructions, forms and other materials with you to class (see date in attached course timetable) for a full explanation of the project. This project is designed to allow you to complete different portions throughout the semester. The presentation will be made through poster and will permit you to share your creativity with the class and invited faculty. Be creative in constructing your poster. All poster presentations will take place on the date indicated in the course timetable. As part of your grade you will evaluate your fellow buyers’ posters and provide a written critique.

**BUYING SIMULATION:**

Buyers must not only select merchandise to be sold by the retailer but must be able to make justifiable changes to buying plans. This simulation is a component of your course project and places you in the role of assistant buyer of a campus store. Your ability to apply buying strategies presented in class will greatly affect your grade. Class time will be set aside for the simulation. If you miss part of the simulation it is your responsibility to be caught up by the next class period. These dates for the simulation are included in the attached course timetable, along with the penalties for non-attendance.

**ACADEMIC HONESTY:**

Students should conduct themselves in an ethical and professional manner. Academic dishonesty consists of behaviors described in the latest edition of the Student Handbook, which can be found at <http://bulletin.uga.edu/bulletin/search/index.html>. Plagiarism, sharing homework answers, unauthorized assistance, lying or tampering with grades, equipment, etc. and theft are included. Dishonest students will face failure of this course, a notation on academic transcripts and/or expulsion from the University.

**COURSE EVALUATION:**

Point values for all course requirements can be found below. Use the space provided to record your grades. **Students should not expect the Professor to calculate grades, check grades or determine scores needed on final exam to raise your letter grade.** Use the form below to track your progress throughout the semester.

	<b><u>Points Possible</u></b>	<b><u>Points Earned</u></b>
Exam I	100	
Exam II	100	
Exam III	100	
Final Exam	100	
Summary problems 1	75	
Summary problems 2	75	
Summary problems 3	75	
Six month plan project	275	
Project Poster presentation	100	
<b>TOTAL POINTS POSSIBLE</b>	<b>1000</b>	

**GRADES:**

The total number of points accumulated during the semester will determine course grades. To calculate your grade at any point in the semester subtract the number of points you’ve missed from 1000 and find your grade in the ranges below.

A=900-1000

B=800-899

C=700-799

D=600-699

F =less than 600

**RELAX:**

Can you believe that some students are intimidated by math? What makes retail math different is that you can really see its usefulness and begin applying what you learn the same day. As a matter of fact, if you work in retail now you probably already know how to work a lot of the problems. The key to doing well in this class is attendance, keeping up with assignments and participation.

**TXMI 3240: Retail Planning and Buying Tentative\* Class Schedule**

<u>Date</u>	<u>Mon</u>	<u>Wed</u>	<u>Fri</u>	<u>Notes</u>
Jan 6, 8, 10			Fall Classes Begin Course Orientation <b>Email Assignment</b>	
Jan 13, 15, 17	What Makes Retailers Successful?	Chap 1: Intro to Retail Mdsing <b>Email Assignment Due (Failure to complete Email Assn. on time will result in -3 on Exam 1)</b>	Chap 1: cont. <b>“File Express” In Class Demonstration</b>	
Jan 20, 22, 24	<b>Martin Luther King Holiday No Classes</b>	<b>CCACTI Meeting Dalton Library Day</b>	Chap 3: Mdsing for a Profit Practice Problems 3.1	
Jan 27, 29, 31	Chap 3: cont. Practice Problems 3.2	Chap 3: cont. Practice Problems 3.4	Chap 5: cont. Practice Problems 5.1, 5.2	
Feb 3, 5, 7	Chap 5: cont. Practice Problems 5.2 Summary Problems: _____	Chap 5: cont. Practice Problems 5.3 <b>Summary Problems Due</b>	Review for exam Summary Problems Returned	
Feb 10, 12, 14	<b>EXAM 1</b>	<b>6 Month Plan Project Discussed</b> Exam 1 returned	In-Class Project Work Day	
Feb 17, 19, 21	Chap 8: Dollar Mdse Plan Practice Problems 8.1	Chap 8: cont. Practice Problems 8.3	Chap 8: cont. Practice Problems 8.4	
Feb 24, 26, 28	Fashion Merchandising Internship Interview Day <b>No Class</b>	<b>Computer Simulation Day Meeting In Computer Lab 202 (-4 points for non-attendance)</b>	Assortment Planning: A Buying Strategy	I will be out of the office on Feb. 25.
Mar 3, 5, 7	<b>Computer Simulation Day Meeting In Computer Lab 202 (-4 points for non-attendance)</b>	<b>Computer Simulation Day Meeting In Computer Lab 202</b>	Chap 9: OTB Practice Problems 9.1, 9.2 Summary Problems: _____	Withdrawal Deadline: Mar 7
Mar 10, 12, 14	Chap 9: cont. Practice Problems 9.2 <b>Summary Problems Due</b>	Summary Problems Returned Review for Exam 2	<b>EXAM 2</b>	
Mar 17, 19, 21	<b>Spring Break No Classes</b>	<b>Spring Break No Classes</b>	<b>Spring Break No Classes</b>	
Mar 24, 26, 28	Six Month Plan Reports in class Exam 2 Returned	Chap 4: Discounts/Dating Practice Problems 4.1	Chap 4: cont. Practice Problems 4.2	
Mar 31, Apr 2, 4	Chap 4: cont. Practice Problems 4.3 Summary Problems: _____	Marts and Markets	Marts and Markets, cont. Planning Market Trips	
Apr 7, 9, 11	Planning Market Trips Cont. <b>Summary Problems Due</b>	Resident Buying Offices	Resident Buying Offices, cont. The Negotiation Process	
Apr 14, 16, 18	<b>Last Day to have 6 Month Plan Figures Checked</b> Summary Problems Returned	The Negotiation Process, cont. <b>All Projects Due</b>	Pricing Strategies Review for Exam 3	Easter: Apr 20
Apr 21, 23, 25	Graduate Student Presentations	<b>EXAM 3</b>	<b>Fieldtrip: AmericasMart, Atlanta 9:30am SHARP</b> Details to follow	
Apr 28, 30, May 1	<b>Poster Presentations Due Location TBA</b>	Exam 3 and Presentations /projects returned Course wrap-up	<b>Makeup Exams</b>	Thurs, May 1 is MWF schedule

**Final Exam: Wednesday, May 7, 2003; 7:00pm - 10:00pm (NOTE: the final exam schedule has been changed by the University. The change doesn't affect this course, but may affect others in which you are enrolled.)**

\*This timetable is tentative. The Professor reserves the right to make changes as needed.