

APPLICATION FOR NEW COURSE

1. Submitted by the College of Agriculture Date: 3/18/09

Department/Division proposing course: Merchandising, Apparel and Textiles

2. Proposed designation and Bulletin description of this course:

a. Prefix and Number MAT 759

b. Title* Special Topics in Merchandising, Apparel and Textiles

*If title is longer than 24 characters, offer a sensible title of 24 characters or less: Special Topics in MAT

c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week.

() CLINICAL () COLLOQUIUM () DISCUSSION () LABORATORY (3) LECTURE
() INDEPEND. STUDY () PRACTICUM () RECITATION () RESEARCH () RESIDENCY
() SEMINAR () STUDIO () OTHER – Please explain: _____

d. Please choose a grading system: Letter (A, B, C, etc.) Pass/Fail

e. Number of credit hours: 3

f. Is this course repeatable? YES NO If YES, maximum number of credit hours: 12

g. Course description:

Advanced work on a specific topic in merchandising, apparel, and textiles. May be repeated under different topics to a maximum of 12 credits

h. Prerequisite(s), if any:

Graduate Standing or consent of instructor

i. Will this course also be offered through Distance Learning? YES NO

If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:

Internet/Web-based Interactive video Extended campus

3. Supplementary teaching component: N/A or Community-Based Experience Service Learning Both

4. To be cross-listed as: n/a / _____
Prefix and Number printed name Cross-listing Department Chair signature

5. Requested effective date (term/year): Fall / 2010

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17. The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.
18. Check box if course is 400G or 500. If the course is 400G- or 500-level, *you must include a syllabus showing differentiation* for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See *SR 3.1.4*)
19. Within the department, who should be contacted for further information about the proposed new course?

Name: Dr. Kim Spillman Phone: 257-7779 Email: kspill@uky.edu

20. Signatures to report approvals:

November 19, 2008	Ann Vail	/	On original
DATE of Approval by Department Faculty	printed name		Reported by Department Chair signature
April 21, 2009	Michael Mullen		Reported by College Dean signature
* DATE of Approval by Undergraduate Council	printed name	/	Reported by Undergraduate Council Chair signature
* DATE of Approval by Graduate Council	printed name	/	Reported by Graduate Council Chair signature
* DATE of Approval by Health Care Colleges Council (HCCC)	printed name	/	Reported by Health Care Colleges Council Chair signature
* DATE of Approval by Senate Council	Reported by Office of the Senate Council		
* DATE of Approval by University Senate	Reported by Office of the Senate Council		

*If applicable, as provided by the *University Senate Rules*. (<http://www.uky.edu/USC/New/RulesandRegulationsMain.htm>)

RURAL RETAIL DEVELOPMENT

MAT 759: Special Topics in Merchandising Apparel & Textiles

Instructor: Vanessa P. Jackson, Ph.D.

Address: 315C Erikson Hall

E-mail: vpwick0@uky.edu

Telephone: (859) 257-7776

Course Description: Characteristics of rural retail development; analysis of economic and related problems and potential for development.

Required Readings: Flora, Cornelia Butler, Jan L. Flora, with Susan Fey. 2004. *Rural Communities: Legacy and Change*. Third Edition. Boulder, CO: Westview Press.

Other Required Readings: A collection of readings and handouts will also be used for reading material for the class.

Student Learning Outcomes:

At the end of this course, the students will be able to

1. Discuss the economic conditions for rural areas and communities in the United States and in Kentucky.
2. Discuss rural retail development, concepts, trends, and changes in the composition of rural population and rural workforce.
3. Solve problems using basic concepts of economic theory.
4. Discriminate the factors that influence firm location decisions as related to rural areas and communities.
5. Critically evaluate public policy issues concerning rural communities, agriculture and natural resource use.
6. Evaluate case studies of resilient and non-resilient rural communities which have experienced changes in the retail environment.
7. Use computer based analytical techniques and software to solve problems.

Course Policies:

Assignments are due at noon on the due date. Your grade will drop by 10% for every day late. If you are unable to take an exam, notify the instructor prior to the exam. You may notify me via voicemail via e-mail at vpwick0@uky.edu. **NO** makeup or time extensions will be allowed unless this policy is followed and the excuse for absence is acceptable (according to UK policy). **There are no makeup exams.** If you have an acceptable excuse for missing an exam and have notified the instructor prior to the exam, the grade on the next exam will be doubled to take the place of the score on the missed exam. The following are university approved excuses: (1) serious illness (verifiable documentation must be submitted); (2) illness or death of family

member (copy of obituary must be submitted); (3) University-related trips; (documentation required) and (4) major religious holidays (email me your requests).

Scholastic dishonesty is not tolerated. Forms of scholastic dishonesty include, but are not limited to: plagiarism (copying or using someone else's work as your own – intellectual theft), utilization of unauthorized materials during academic evaluations, and giving or receiving unauthorized assistance during evaluations. Even evidence of inadvertent improper use of materials can result in a charge of academic dishonesty. Penalties for academic dishonesty vary depending on the severity of the offense and any previous offenses. The minimum penalty for a first offense is a zero on the assignment in question and a final grade reduction of one letter grade. Serious or repeat offenses will result in an E or XE grade for the course. For more information, see Part II, Section 6.3.0 of “The Code of Student Conduct” which can be viewed online at <http://www.uky.edu/StudentAffairs/Code/part2.html>.

Course Requirements for Graduate Students:		Points
Retail Service Learning Project Paper		200
Discussion board entries (Blog)	(4@10)	40
Community Visits Learning Activities	(2@100)	200
Learning Activities	(2@100)	200
Total points		640
Grading Scale		
90%-100%	A	
80%-89%	B	
70%-79%	C	
69%-below	E	

References:

Keller, Suzaanne. 2003. *Community: Pursuing the Dream, Living the Reality*. Princeton: Princeton University Press. ISBN 0-691-09564-7 (paperback) Approx. \$17.00
Other readings, available on the web:

Boyle, Mary-Ellen and Ira Silver.2003. “Poverty, Partners, and Privilege: Elite Institutions and Community Empowerment.” **City and Community** 4: 233-254.

Emery, M. and C. Flora. 2006. "Spiraling-Up: Mapping Community Transformation with Community Capitals Framework." **Community Development: Journal of the Community Development Society** 37: 19-35.

Halebsky, Stephen. 2004. “Superstores and the Politics of Retail Development.” **City and Community** 3: 115-134.

Hillman, Mick. 2002. "Environmental Justice: A Crucial Link Between Environmentalism and Community Development?" **Community Development Journal**, 37: 349-360.

Lichtenstein, Gregg A., Thomas S. Lyons, and Nailya Kutzhanova. 2004. "Building Entrepreneurial Communities: The Appropriate Role of Enterprise Development Activities." **Journal of the Community Development Society** 35: 5-24.

Williams, Colin C. 2005. "Cultivating Community Self-Help in Deprived Urban Neighborhoods." **City and Community** 4: 171-189.

Course Assignments:

Community Visits, Learning Activities & Retail Community Development Paper: The development of this paper requires students to travel with Dr. Jackson to rural communities to interview small business owners on the topics discussed in class. The topic of the paper will be the "Shock Resiliency of Small Town Retailers". Shock Resiliency is when a small rural community has experienced something that has changed the retail environment (positively or negatively).

Discussion Board Entries

Each person must answer the questions posted on the blog as assigned. Each person must respond to the questions for the identified unit by noon the day after the questions are posted. **ANYTHING POSTED AFTER THAT WILL NOT BE ACCEPTED FOR GRADING.**

Individual Learning Activities

THIS IS AN INDIVIDUAL ASSIGNMENT. There are two Learning Activities scheduled throughout the semester. Each person is to complete the assignment. The Learning activities are scheduled throughout the semester. Please note the date they are due. They are to be typed with references indicated for resources.

Schedule of Assignments, Activities & Readings

Date	Activity	Readings
	Introduction to Course	
	Unit 1 The rural Landscape	
	Unit 2 Sustainable Rural Community Development in Kentucky	
	Unit 3 Consumption in Rural Communities	

	Unit 4 Consumer Behavior in Rural Markets	
	Unit 5 The transformation of Community Capitals in a Changing World	
	Unit 6 Concepts and Scope of Rural Retailing	
	Unit 7 Trends & Changes in Rural Retailing Global changes, e-commerce development, Internet access, Internet usage in the business; Shock Resiliency	
	Unit 8 Retail strategies & tactics with reference to rural markets	
	Unit 9 Channels of Distribution Channels of Distribution: Distribution pattern and methods in rural markets - Special characteristics of rural channels - Channel management in rural markets - Managing physical distribution in rural markets - Storage, warehousing and transportation.	
	Unit 10 Promotions Promotion as a component in retail communication - Advertising and sales promotion for rural markets - Major challenges in Media planning - Sales force management in rural markets - Selecting the Media Mix - Evaluation of promotional activities.	
	Unit 11 Types of Product and Services in Rural retail Development Product Planning for Rural Products - Pricing Methods and Strategies for Products of Rural Markets Product Management in Rural Markets	