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OCT 28 2015

OFFICE OF THE  
STUDENT COUNCIL**Course Information**

Date Submitted: 10/21/2015

Current Prefix and Number: RTM - Retailing &amp; Tourism Management, RTM 650 SURVEY OF CURRENT THEORIES &amp; LITERATURE

Other Course:

Proposed Prefix and Number: RTM 650

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

**1. General Information**

a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

b. Department/Division: Retailing &amp; Tourism Management

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Scarlett Wesley

Email: scarlett.wesley@uky.edu

Phone: 859-257-7778

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

**2. Designation and Description of Proposed Course**

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: SURVEY OF CURRENT THEORIES AND LITERATURE

Proposed Title: SURVEY OF CURRENT THEORIES AND LITERATURE

c. Current Transcript Title: SURVEY OF CURRENT THEORIES &amp; LITERATURE

Proposed Transcript Title: SURVEY OF CURRENT THEORIES &amp; LITERATURE

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: Graduate School Grade Scale

Proposed Grading System: *Graduate School Grade Scale*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: An intensive survey of the theoretical and empirical literature related to areas of merchandising, apparel, and textiles and to hospitality management and tourism. Emphasis will be placed on research literature and theory building.

Proposed Course Description for Bulletin: An intensive survey of the theoretical and empirical literature related to areas of merchandising, apparel, and textiles and to hospitality management and tourism. Emphasis will be placed on research literature and theory building.

2j. Current Prerequisites, if any: Prereq: Graduate standing.

Proposed Prerequisites, if any: Prereq: Graduate standing.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

## Distance Learning Form

Instructor Name: Vanessa Jackson

Instructor Email: vanessa.jackson@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? This course syllabus does conform to the University Senate Syllabus Guidelines, specifically the Distance Learning Considerations. All materials for this course will be managed on the student Canvas system.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Content for the Distance Learning student will be the same as for a classroom-based student. Students taking an online course will be offered the same services as students enrolled in face to face courses at the University of Kentucky in the Department of Retailing and Tourism Management. When two sections of the same course are offered, one being face to face and one being distance, students will be held to the same requirements for each, have the same content presented to them, and be assessed in the same ways for each.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. Students will submit work in Canvas using the appropriate course website. Canvas is a password protected system. Students are given the University's policy regarding academic integrity on their syllabus. There will be no exams given for assessment in this course.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? no

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in an online section of this course will be given access to the same materials and information as any face to face students taking this course. These materials and information will be delivered to students via Canvas and the course webpage located on Canvas. Online students will have access to all services at the University of Kentucky. The instructor for this course will also be available electronically to the students taking the online section via virtual office hours and the Canvas course webpage.

6. How do course requirements ensure that students make appropriate use of learning resources? Students in both the distance learning and classroom setting sections of this course will be given all course materials via Canvas.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. All necessary access for students enrolled in an online section of this course is provided on the Canvas course webpage. This includes course materials, discussion boards, submission of assignments, syllabus, and readings. The instructor will also use Canvas to communicate with students and as a way to provide the most updated information about the course.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? The following statement appears on the syllabus: Canvas Course website, syllabus, course materials, assignments, grades and external resources and important announcements will be posted on Canvas from time to time; therefore, it is crucial that you make it a habit to check the course website frequently. The Blackboard system utilizes your @uky e-mail address as the default. The instructor will use the Canvas "communications" tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC ([www.uky.edu/TASC/](http://www.uky.edu/TASC/); 859-257-8272) and Information Technology Customer Service Center ([www.uky.edu/UKIT/](http://www.uky.edu/UKIT/); 859- 257-1300).

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. Course will be delivered using Canvas.

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Vanessa Jackson

SIGNATURE|VPWICK0|Vanessa P Jackson|RTM 650 CHANGE Dept Review|20150417

SIGNATURE|LGRABAU|Larry J Grabau|RTM 650 CHANGE College Review|20150925

SIGNATURE|ZNNIKO0|Roshan Nikou|RTM 650 CHANGE Graduate Council Review|20151028

Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

Attachments:

Browse...

Upload File

ID	Attachment
Delete 5573	RTM 650 Survey of Current Theories and Literature

First 1 Last

NOTE: Start form entry by choosing the Current Prefix and Number (\*denotes required fields)

Current Prefix and Number:		RTM - Retailing & Tourism Management RTM 650 SURVEY OF CURRENT THEORIES & LITERATURE	Proposed Prefix & Number: (example: PHY 401G) <input checked="" type="checkbox"/> Check if same as current	RTM 650
* What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception for the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not imply a change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above		
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No				
If YES, check the areas that apply:				
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics				
<b>1. General Information</b>				
a. Submitted by the College of:		AGRICULTURE, FOOD AND ENVIRONMENT		Submission Date: 10/21/2015
b. Department/Division:		Retailing & Tourism Management		
c.* Is there a change in "ownership" of the course? <input checked="" type="radio"/> Yes <input type="radio"/> No    If YES, what college/department will offer the course instead? Select...				
e.* * Contact Person Name:		Scarlett Wesley    Email: scarlett.wesley@uky.edu    Phone: 859-257-7778		
* Responsible Faculty ID (if different from Contact):		Email:    Phone:		
f.* Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval		OR    Specific Term: 2
<b>2. Designation and Description of Proposed Course.</b>				
a. Current Distance Learning(DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop		
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box ) that proposed changes do not affect DL delivery.				
b. Full Title:		SURVEY OF CURRENT THEORIES AND LITERATURE		Proposed Title: * SURVEY OF CURRENT THEORIES & LITERATURE
c. Current Transcript Title (if full title is more than 40 characters):		SURVEY OF CURRENT THEORIES & LITERATURE		
c. Proposed Transcript Title (if full title is more than 40 characters):		SURVEY OF CURRENT THEORIES & LITERATURE		
d. Current Cross-listing:		<input checked="" type="checkbox"/> N/A		OR    Currently <sup>2</sup> Cross-listed with (Prefix & Number): none
Proposed - ADD <sup>2</sup> Cross-listing (Prefix & Number):				

Proposed - REMOVE <sup>2d</sup> Cross-listing (Prefix & Number):					
<b>e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours <sup>2</sup> for each meeting pattern type.</b>					
Current:	Lecture 3	Laboratory <sup>2</sup>	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other Please explain:		
Proposed: *	Lecture 3	Laboratory <sup>2</sup>	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other Please explain:		
<b>f. Current Grading System:</b>		Graduate School Grade Scale			
Proposed Grading System:*		<input type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input checked="" type="radio"/> Graduate School Grade Scale			
<b>g. Current number of credit hours:</b>		3	<b>Proposed number of credit hours:*</b>		3
<b>h.* Currently, is this course repeatable for additional credit?</b>					<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>* Proposed to be repeatable for additional credit?</b>					<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>If YES:</b>		<b>Maximum number of credit hours:</b>			
<b>If YES:</b>		<b>Will this course allow multiple registrations during the same semester?</b>			<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>i. Current Course Description for Bulletin:</b>					
An intensive survey of the theoretical and empirical literature related to areas of merchandising, apparel, and textiles and to hospitality management and tourism. Emphasis will be placed on research literature and theory building.					
<b>* Proposed Course Description for Bulletin:</b>					
An intensive survey of the theoretical and empirical literature related to areas of merchandising, apparel, and textiles and to hospitality management and tourism. Emphasis will be placed on research literature and theory building.					
<b>j. Current Prerequisites, if any:</b>					
Prereq: Graduate standing.					
<b>* Proposed Prerequisites, if any:</b>					
Prereq: Graduate standing.					
<b>* </b>					
<b>k. Current Supplementary Teaching Component, if any:</b>				<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both	

Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input checked="" type="radio"/> No Change
<b>3. Currently, is this course taught off campus?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>* Proposed to be taught off campus?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
<b>4.* Are significant changes in content/student learning outcomes of the course being proposed?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
<b>5. Course Relationship to Program(s).</b>	
<b>a.* Are there other depts and/or pgms that could be affected by the proposed change?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
<b>b.* Will modifying this course result in a new requirement<sup>2</sup> for ANY program?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES <sup>2</sup> , list the program(s) here:	
<b>6. Information to be Placed on Syllabus.</b>	
a. <input type="checkbox"/> Check box if <b>changed to 400G or 500.</b>	If <b>changed to 400G-</b> or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

### Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for  
**All fields are required!**

**Introduction/Definition:** For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructor in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer techn

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the require below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equi experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: RTM 650	Date: 4/17/2015
Instructor Name: Vanessa Jackson	Instructor Email: vanessa.jackson@uky.edu
Check the method below that best reflects how the majority of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
Hybrid <input type="checkbox"/>	

**Curriculum and Instruction**

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

This course syllabus does conform to the University Senate Syllabus Guidelines, specifically the Distance Learning Considerations. All materials for this course will be managed on the student Canvas system.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course go assessment of student learning outcomes, etc.

Content for the Distance Learning student will be the same as for a classroom-based student. Students taking an online course will be offered the same services as students enrolled in face to face courses at the University

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

Students will submit work in Canvas using the appropriate course website. Canvas is a password protected system. Students are given the University's policy regarding academic integrity on their syllabus. There will be no

4. Will offering this course via DL result in at least 25% or at least 50%\* (based on total credit hours required for completion) of a degree program being offered via a DL, as defined above?

no

Which percentage, and which program(s)?

\*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery will be six months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in an online section of this course will be given access to the same materials and information as any face to face students taking this course. These materials and information will be delivered to students via

#### Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Students in both the distance learning and classroom setting sections of this course will be given all course materials via Canvas.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

All necessary access for students enrolled in an online section of this course is provided on the Canvas course webpage. This includes course materials, discussion boards, submission of assignments, syllabus, and readings.

#### Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

The following statement appears on the syllabus: Canvas Course website, syllabus, course materials, assignments, grades and external resources and important announcements will be posted on Canvas from time to time; therefore,

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATG)?

Yes

No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

Course will be delivered using Canvas.

10. Does the syllabus contain all the required components, below?  Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
  - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/libraries/DLIS>)
  - Carla Cantagallo, DL Librarian
  - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
  - Email: [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)
  - DL Interlibrary Loan Service: [http://www.uky.edu/Libraries/libpage.php?hweb\\_id=253&lib\\_id=16](http://www.uky.edu/Libraries/libpage.php?hweb_id=253&lib_id=16)

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:  
Vanessa Jackson

Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help/>)



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<sup>11</sup>See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "n form will be sent to appropriate academic Council for normal processing and contact person is informed.

<sup>12</sup>Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>13</sup>Signature of the chair of the cross-listing department is required on the Signature Routing Log.

<sup>14</sup>Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

<sup>15</sup>Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See *SR 5.2.1.*)

<sup>16</sup>You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

<sup>17</sup>In order to change a program, a program change form must also be submitted.



An Equal Opportunity University  
Retailing & Tourism Management  
Hospitality & Tourism Management  
College of Agriculture Food &  
Environment  
318 Erikson Hall  
Lexington, KY 40506-0050  
Phone: (859) 257-4917  
Fax: (859) 257-1275

**RTM 650**  
**Online**  
**Survey of Current Theories and Literature**

**Instructor:**

Phone:

Email: (preferred method, will respond within 2 business days)

Office:

Office Hours:

or email to set up an appointment

**Teaching Assistant:** TBA

**Course Description:**

An intensive survey of the theoretical and empirical literature related to the areas of retailing and tourism management. Emphasis will be placed on research literature and theory building (3 credit hours).

**Course Objectives:**

1. Discuss the nature and role of theories and conceptual models in generating new knowledge through research.
2. Compare various research paradigms for their contribution to research.
3. Synthesize information about the development of underlying themes and theories in the fields of retail, hospitality, and tourism.
4. Explain theory development and application to research in the fields of retail, hospitality, and tourism.
5. Discuss the present status of theory developments in the fields of retail, hospitality, and tourism.
6. Develop a conceptual model that could guide research.

**Student Learning Outcomes:**

After completing this course, the student will be able to:

1. Utilize the interrelationships between research and theory by reviewing research literature in the fields of retail, hospitality, and tourism.
2. Acquire and utilize the terminology related to research literature in retail, hospitality, and tourism.
3. Understand and utilize ethical and professional responsibilities in research reporting.
4. Acquire the necessary skills and appropriate procedures for reporting research.
5. Understand the theory development process as it relates to retail, hospitality, and tourism research.
6. Obtain a base of literature in area of interest that will guide future research development.

**Required Texts:**

- Shoemaker, Tankard & Lasorsa (2004). *How to Build Social Science Theories*.
- American Psychological Association (2009). *Publication manual of the American Psychological Association* (6th Ed.). Washington, D.C.: Author.
- Graduate School Thesis Handbook, UK Graduate School Office
- RTM Graduate Handbook (<http://rtm-hes.ca.uky.edu/content/graduate-programs>)
- Supplemental materials provided by instructor

**Technology Requirement:**

- High speed Internet Connection
- PDF, MS office (Word, Excel, PowerPoint), Window Media Player

**Technology needed for this course:**

The University of Kentucky strongly recommends that each student purchase a personal laptop computer or equivalent tablet device. A student's program requirements, budget, and preference should be the primary factors in choosing a laptop/tablet. Most laptops on the market will meet basic needs; however, UK offers a few guidelines. A student should also consider the major he or she will be pursuing, as some areas of study may have more stringent requirements than the recommendations listed below.

**Minimum suggested laptop computer hardware:**

- Processor: Dual Core 1.3 Ghz or higher
- RAM: 4 GB minimum (more preferred)
- Hard Drive: 250 GB or larger preferred (minimum 100 GB or larger)
- Wireless card: 802.11n preferred (minimum 802.11 b/g compatible)
- Operating system: Most recent version for your hardware (for example, Mac OS 10.7+ or Windows 7+)
- Up-to-date virus software, preferably installed before coming to campus
- Webcam (some laptops come with an integrated webcam and will not require an external device)
- Headphones or headset with microphone
- *Other helpful options:* DVD/CD drive/burner, external hard drive (for data backup/extra storage), wired USB mouse, and laptop security cable

**Minimum suggested tablet computer hardware:**

- Processor: Dual Core 1.3 Ghz or higher | Apple A5 or higher
- Storage capacity: 32 GB or larger
- Wireless card: 802.11n preferred (minimum 802.11 b/g compatible)
- Operating system: Most recent version for your hardware (for example, Windows 8.1, Windows RT, iOS 7)

**Other helpful options: Adapters / Other Hardware****1. Canvas Course website**

Syllabus, course materials, assignments, exam guides, grades and external resources and important announcements will be posted on Canvas from time to time; therefore, it is crucial that you make it a habit to check the course website frequently.

The Canvas system utilizes your @uky e-mail address as the default. The instructor will use the Canvas “communications” tab to send important information and announcements during the semester. Therefore, you should make it a habit to check your UK email account regularly, or make arrangements to have your e-mail forwarded to the account you check most frequently. If you have technical problem to access the course materials please contact TASC (www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (www.uky.edu/UKIT/; 859-257-1300).

**Online Course Requirements:**

- This is a **distance learning course**. The course materials will be delivered via **Canvas**. If you have any problem accessing Canvas and have questions regarding a distance class please contact Distance Learning Program (DLP)( <http://www.uky.edu/DistanceLearning/>; 859-257-3377) and Information Technology Customer Service Center ([www.uky.edu/UKIT/](http://www.uky.edu/UKIT/); 859-257-1300).

Contact information for Distance Learning Library Services

Phone: (859) 218-1240

Fax: (859) 257-0505

E-mail: [dllservice@lsv.uky.edu](mailto:dllservice@lsv.uky.edu)

Librarian: Carla Cantagallo

2-2, north wing, William T. Young Library 0456

Website: <http://libraries.uky.edu/dlls>

<b>Online Course Requirements</b>	<b>Points</b>	<b>Percentage of Grade</b>
Discussion Board Post- Introduction, Areas of Interest, and Specialization	<b>15</b>	<b>1.5%</b>
Research Article Summaries (8@ 25pts. each)	<b>200</b>	<b>20%</b>
Discussion Board Response Questions- <i>How to Build Social Science Theories</i> (9@ 10pts. each)	<b>90</b>	<b>9%</b>
Discussion Board Posts- Theory Reaction (12 @ 10pts. each)	<b>120</b>	<b>12%</b>
Analysis of Research and Theory Paper	<b>175</b>	<b>17.5%</b>
Analysis of Research and Theory PowerPoint	<b>150</b>	<b>15%</b>
Analysis of Research and Theory PowerPoint- Peer Reactions	<b>100</b>	<b>10%</b>
CITI Human Subjects Certification	<b>40</b>	<b>4%</b>
Final Paper	<b>110</b>	<b>11%</b>
<b>Total</b>	<b>1000</b>	<b>100%</b>

**Description of Course Activities and Assignments:**

**Discussion Board Post- Introduction, Areas of Interest, and Specialization 15 pts.**

During the first week of class, students will post an entry on the Discussion Board introducing themselves, briefly discussing research areas of interest, and state their specialization (i.e., Hospitality and Tourism Management; Merchandising, Apparel, and Textiles). Students should comment on at least one post of another student in the course.

**Research Article Summaries (8)** **200 pts.**  
Prepare a 1-2 pg. summary of a research article relating to your area of interest. Topics for each article summary are identified in the syllabus. Upload the assignment to the specified drop location on Canvas.

**Discussion Board Response Questions- *How to Build Social Science Theories* (9)** **90 pts.**  
A Discussion Board Forum on Canvas will be started by the instructor for each book chapter. Students must answer questions posed by the instructor and comment on at least one post of another student in the course.

**Discussion Board Posts- Theory Reaction (12 @ 10pts. each)** **120 pts.**  
Six weeks (modules) of the course will be spent on the presentation of theories in Retailing and Tourism Management. During these weeks, students will review the posted presentations and supplemental readings and make two posts on the Canvas Discussion Board reacting to the material. Reactions may facilitate a scholarly discussion, pose questions for the instructor, relate the material to the student's own research interest, etc. Students should comment on at least one post of another student in the course.

**Analysis of Research and Theory Paper and PowerPoint** **325pts.**  
Prepare an 8-10 page paper that examines various studies related to your research area of interest. Analyze the theories, research questions, hypothesis, variables, data collection methods, and statistical analysis that each study uses. Prepare a PowerPoint summarizing your findings. Upload the assignments to the specified drop locations on Canvas.

**Analysis of Research and Theory PowerPoint- Peer Reactions** **100 pts.**  
Students' Analysis of Research and Theory PowerPoints will be made available on Canvas in addition to directives for providing peer reactions of the presented content. The number of peer reactions students must complete will be based on the number of students in the course.

**CITI Human Subjects Certification** **40pts.**  
Complete online University of Kentucky CITI Certification to meet Institutional Review Board (IRB) training mandates for research using human subjects.

**Final Paper (Final Exam)** **110pts.**  
Develop a theoretical model that could be used as a basis for a future research interest. Upload the assignment to the specified drop location on Canvas.

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**Online Course Schedule:**

Week #	Topic/Assignments Due	Readings
1	<ul style="list-style-type: none"> <li>• Review Syllabus and Assignments</li> <li>• <b>Discussion Board Post:</b> Introduction, Areas of Interest, and Specialization</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Article:</b> Theory is everywhere: A discourse on theory</li> </ul>
2	<ul style="list-style-type: none"> <li>• <b>Discussion Board Response Questions:</b> How to Build Social Science Theories (Ch. 1 &amp; 2)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SS Theories:</b> Ch.1 and Ch. 2</li> <li>• <b>APA Publication Manual:</b> Ch. 1</li> </ul>
3	<ul style="list-style-type: none"> <li>• <b>Discussion Board Response Questions:</b> How to Build Social Science Theories (Ch. 3 &amp; 4)</li> <li>• <b>Research Article #1:</b> Article with Defined Variables.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SS Theories:</b> Ch. 3 and Ch. 4</li> </ul>
4	<ul style="list-style-type: none"> <li>• <b>Discussion Board Response Questions:</b> How to Build Social Science Theories (Ch. 5 &amp; 6)</li> <li>• <b>Research Article #2:</b> Study using hypothesis with two variables</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SS Theories:</b> Ch. 5 and Ch. 6</li> </ul>
5	<ul style="list-style-type: none"> <li>• <b>Discussion Board Post:</b> Theory Reaction (2 posts)</li> <li>• <b>Research Article #3:</b> Study using hypothesis with three, four, or more variables</li> </ul>	<ul style="list-style-type: none"> <li>• Theory PowerPoint &amp; Supplemental Readings: Merchandising, Apparel, and Textiles</li> </ul>
6	<ul style="list-style-type: none"> <li>• <b>Discussion Board Response Questions:</b> How to Build Social Science Theories (Ch. 7)</li> <li>• <b>Research Article #4:</b> Study using theoretical models</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SS Theories:</b> Ch. 7</li> </ul>
7	<ul style="list-style-type: none"> <li>• <b>Discussion Board Post:</b> Theory Reaction (2 posts)</li> <li>• <b>Research Article #5:</b> Article presenting a new or revised theory</li> </ul>	<ul style="list-style-type: none"> <li>• Theory PowerPoint &amp; Supplemental Readings: Hospitality and Tourism Management</li> </ul>
8	<ul style="list-style-type: none"> <li>• <b>Discussion Board Response Questions:</b> How to Build Social Science Theories (Ch. 8 &amp; 9)</li> <li>• <b>Assignment:</b> CITI Human Subjects Certification</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SS Theories:</b> Ch. 8 and 9</li> </ul>
9	<ul style="list-style-type: none"> <li>• <b>Discussion Board Post:</b> Theory Reaction (2 posts)</li> <li>• <b>Research Article #6:</b> Study with qualitative methods</li> </ul>	<ul style="list-style-type: none"> <li>• Theory PowerPoint &amp; Supplemental Readings: Merchandising, Apparel, and Textiles</li> </ul>
10	<ul style="list-style-type: none"> <li>• <b>Discussion Board Post:</b> Theory Reaction (2 posts)</li> <li>• <b>Research Article #7:</b> Article that develops instrumentation</li> </ul>	<ul style="list-style-type: none"> <li>• Theory PowerPoint &amp; Supplemental Readings: Hospitality and Tourism Management</li> </ul>
11	<ul style="list-style-type: none"> <li>• <b>Discussion Board Post:</b> Theory Reaction (2 posts)</li> <li>• <b>Research Article #8:</b> Study presenting tables, charts, and figures</li> </ul>	<ul style="list-style-type: none"> <li>• Theory PowerPoint &amp; Supplemental Readings: Merchandising, Apparel, and Textiles</li> </ul>
12	<ul style="list-style-type: none"> <li>• <b>Discussion Board Post:</b> Theory Reaction (2 posts)</li> </ul>	<ul style="list-style-type: none"> <li>• Theory PowerPoint &amp; Supplemental Readings: Hospitality and Tourism Management</li> </ul>
13	<ul style="list-style-type: none"> <li>• Work on Analysis of Research and Theory Papers/PowerPoints</li> </ul>	

14	• <b>Assignment:</b> Analysis of Research and Theory Papers/ PowerPoints	
15	• <b>Assignment:</b> Analysis of Research and Theory PowerPoint- Peer Reactions	
16	• <b>Assignment:</b> Final Paper (Final Exam)	

**Grading Scale:**

- 900-1000 A
- 800-899 B
- 700-799 C
- 699- below E

**Course Policies:**

1. The student is ultimately responsible for his or her learning experience in this course.
2. All out of class assignments must be typed and should reflect the standards of a university (i.e. accurate spelling, correct grammar, good sentence structure, etc.).
3. Assignments can be made up with an excused absence only and must be made up within one week of the assigned due date. Assignments turned in late will lose 1/10th of their value per day including weekends.
4. Academic dishonesty, such as cheating and plagiarism, will be dealt with according to guidelines stated in the latest edition of the *Student Rights and Responsibilities Handbook*. The guidelines state that the minimum punishment for cheating or plagiarism is an "E" in the course.

**University Senate Rule:** If attendance is required or serves as a criterion for a grade in a course, and if a student has excused absences in excess of one-fifth of the class contact hours for that course, a student shall have the right to petition for a "W", and the faculty member may require the student to petition for a "W" or take an "I" in the course.

**Verification of Absences:**

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

**Academic Integrity:**

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

**Accommodations due to Disability:**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)) for coordination of campus disability services available to students with disabilities.