*MGMT4340: Dealership Variable Operations Fall 2023 3 credits* hrs.

| | |
|---|---|
| **Department of** | Business |
| **Instructor Name** | Dr. David Spaulding |
| **Office Location** | Adjunct Faculty Room |
| **Office Phone** | (810) 577-6444 |
| **Email Address** | David.spaulding@untdallas.edu |
| **Office Hours** | Monday and Tuesday 9AM-11AM and by appointment |
| **Virtual Office Hours** | Monday and Tuesday 9AM-11AM and by appointment |
| **Course Format/Structure** | Online |
| **Classroom Location** | Online |
| **Class Meeting Days & Times** | Online |
| **Course Catalog Description** | How are cars marketed to savvy consumers?  Discover ways to connect consumers with the vehicles they want to own. Course topics include evaluation of advertising channels, customer relationship management, training, and employee retention, pay plan development, inventory control and remarketing. |
| **Prerequisites** | MGMT3340 |
| **Corequisites** | |
| **Required Reading** | Retailing Management, 10<sup>th</sup> Edition, Michael Levy, Barton Weitz, Dhruv Grewal, 2014, McGraw-Hill.  ISBN-10: 1260165582 ISBN-13: 9781260165586<br><br>**(The current edition is preferred, but any edition is acceptable for this course).**<br><br>**The Chapter numbers DO NOT line up on the different editions.  Pay attention to the Chapter TITLES!** |
| **Recommended Reading & References** | |
| **Access to Learning Resources** | **UNT Dallas Library:**<br>        Phone: (972) 338-1616;<br>        Website URL: http://www.untdallas.edu/library<br>**UNT Dallas Bookstore:** |

| | Phone:  (972) 780-3652;<br>Website URL:  http://www.untdallas.edu/bookstore<br>Email:  untdallas@bkstr.com |
|---|---|
| **Canvas Resources** | **Canvas Help for Students:**<br><br>**Browser and Computer Requirements for Canvas:**<br><br>https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66<br><br>**Access Canvas via** untdallas.instructure.com<br><br>    • **Username**: your EUID #<br>    • **Password**: your password<br><br>**Canvas 24/7 Phone Support for Students:  1-833-668-8634**<br><br>**Canvas Help Resources:**<br><br> **Web:** Canvas Student Guide<br><br>**Contact Distance Learning & Instructional Technology (DLIT) Email**: distancelearning@untdallas.edu |

**Course Overview**

**Course Goals/Overview:**

The goal of this course is to: Give students insight into the sales, marketing, and management of the variable operations of the dealership.

**Learning Objectives/Outcomes:**

At the end of this course, the student will:

| 1 | Compare the relationships between customer satisfaction, customer trust, customer loyalty and customer retention. |
|---|---|
| 2 | Illustrate the key elements of the vehicle purchase process from the customer's perspective, formulating marketing and merchandising strategies to maximize customer satisfaction, customer retention and sales performance. |
| 3 | Explain how personnel selection, training and compensation plans at the dealership level affect sales performance and customer retention for both manufacturers and dealerships. |
| 4 | Explain why a modern dealership is considered a collection of multiple businesses and how vehicle sales drive the business opportunities of all other profit centers. |
| 5 | Formulate strategies that promote the sale of new products and the retention of customers via improving the re-marketing of used products. |

**Distance Education Course Outline and Discussion Topics**
This schedule is subject to change by the instructor.  Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

| Week | Topic | Activities/Assignments |
|---|---|---|
| | | |
| Week 1 | Week One Lecture: Introduction<br><br>L&W Chapter 1: Introduction to the World of Retailing<br><br>Discussion Board | Quiz 1 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday<br><br>Complete<br>Assignment<br><br>Canvas Technology Assignment - Meets OLC Standard 12<br><br><br>Go to the NADA site:<br>https://www.nada.org/nadadata/<br><br>Download and read for Week 1 Discussion<br>News Articles |
| Week 2<br><br>Objective #5: Formulate strategies that promote the sale of new products and the retention of customers via improving the re-marketing of used products. | Week 2 Lecture: Planning and Organizing and the Profit Center Concept<br><br>L&W Chapter 5: Retail Market Strategy<br><br>Discussion board | Quiz 2 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday |
| Week 3<br><br>Objective #1: Compare the relationships between customer satisfaction, customer trust, customer loyalty and customer retention. Objective#2: Illustrate the key elements of the vehicle purchase | Week 3 Lecture: Consumer behavior and the selling process (missed phone call article)<br><br>L&W Chapter 4 Customer Buying Behavior<br><br>L&W Chapter 17: Customer Service.<br><br>Discussion Board | Quiz 3 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday |

| | | |
|---|---|---|
| process from the customer's perspective, formulating marketing and merchandising strategies to maximize customer satisfaction, customer retention and sales performance. | | |
| Week 4<br><br>Objective #3: Explain how personnel selection, training and compensation plans at the dealership level affect sales performance and customer retention for both manufacturers and dealerships. | Week 4 Lecture: Pay Plans, Compensation<br><br>L&W Chapter 15: Human Resource Management<br><br>L&W Chapter 10:  Customer Relationship Management<br><br>https://www.nada.org/workforcestudy/<br><br>Discussion board | Quiz4 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday |
| Week 5<br><br>Objectives #1, 2, 5 | Week 5 Lecture: Inventory Control and Used Cars Chapter 11 Managing Merchandise Planning Process<br><br>Chapter 12: Buying Merchandise<br><br>Discussion | Quiz 5 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday |
| Week 6<br><br>Object #5: strategies that promote the sale of new products and the retention of customers via improving the re-marketing of used products. | Week 6 Lecture: Promotion including lighting section<br><br>L&W Chapter 13: Retail Pricing<br><br>. L&W Chapter 14: Retail Communication Mix<br><br>Discussion | Quiz 6 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday |
| Week 7<br><br>Objective #4: Explain why a modern dealership is considered a collection of multiple businesses and how vehicle sales drive the business opportunities of all other profit centers. | Lecture Week 7 Pricing including F&I and Financial discussions<br><br>Profit Center Concept<br><br>Discussion<br><br>**Project Due December 8, 2024** | Quiz 7 Due Sunday<br>First DB post due Wednesday<br>Discussion post including your vote. Due Thursday-Sunday |

| Week 8<br>Course Closes<br>December 9, 2023 | Lecture Week 8 Advertising<br><br>Final Exam | Discussion<br>Final Exam Due Last day of the class. |
|---|---|---|

| TOPICS | TIMELINE |
|---|---|
| Introduction to Variable Operations | Week 1 |
| Variable Operations Management Planning and Organization | Week 2 |
| Consumer Buying Behavior | Week 3 |
| Developing a Customer Relationship | Week 4 |
| Marketing/Merchandising Strategies | Week 5 |
| Human Resource Management | Week 6 |
| Financial Strategies | Week 7 |
| Advertising, Final Exam | Week 8 |

**Course Evaluation Methods**

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Discussion Posts**

Eight Discussions over 8 weeks 50 points each

There are eight discussion board for this course.  Please read carefully on the directions below as your grade depends on it.

1. Possible points 50 points

2.  Comments responding to other student's posts on at least two different days with substantive content 10 points or one day 5 points

3.  Vote on the best Wednesday posts 20 points.  No late votes accepted Due Sunday 6PM ET by emailing Dr. Spaulding.

4. Format for voting email (you may not vote for yourself)

   a. Best Post: 5 points and why

   b. Second best 4 points and why

   c. **If I cannot tell which post gets what points, and/or no reason for the vote: 0/20**

   5. Top vote getter each week - 10 bonus points, 2$^{nd}$ Place5, 3$^{rd}$ Place 8, 4$^{th}$ Place 5, 5$^{th}$ place 2 points
   6. Other DB concerns:

      a. Limit your use of "I think" or any other variation in your posts. I will assume you are thinking. Using "I think" weakens your point.
      b. Be aware that large paragraphs will effectively bury your relevant points. The DB is a communication tool, be effective use bullet points, numbers, one thought per paragraph.

**Discussion Board Grading Rubric:** First post is worth up to 20 points depending on the quality and content of the post.  Subsequent posts at worth up to 10 points depending on the quality and content of the posts.  **Vote from your UNTD email account** sent to Dr. Spaulding's email at David.Spaulding@untdallas.edu by Sunday night up to 20 points.

## Quizzes and Assignments

7 @ 50 points each

Quizzes: 10-20 multiple choice. Time limit 60 minutes. Randomized inclusion of questions from prior units.

## Projects

1 @ 100 points

See course for details.  Due December 8, 2024

## Exams

1 @ 200 points

Final exam: Comprehensive, 50 multiple choice. Time limit determined by University policy.

**Grading Matrix:**

| Activities/Assignments | Points | Value (percentages) |
|---|---|---|
| Quizzes & Assignments | 7 @50 points each | 35 |

| | | |
|---|---|---|
| Discussions | 7 @ 50 points Each | 35 |
| Project(s) | 1 @ 100 points | 10 |
| Final exam | 1@ 200 points | 20 |
| **Total:** | **1,000** | **100%** |

**Grade Determination**

**A = 90% or better**

**B = 80 – 89 %**

**C = 70 – 79 %**

**D = 60 – 69 %**

**F = less than 60%**

Need tutoring services or just some help with a particular assignment? For tutoring that empowers students to achieve success, schedule an appointment with the Learning Commons today at https://www.untdallas.edu/learning/schedule-appointment/.

**Course-Specific Policies**

**Attendance and Participation Policy:**

The University attendance policy is in effect for this course.  Please refer to Policy 7.005 Student Attendance at https://untsystem.policytech.com/dotNet/documents/?docid=1347&public=true.

**Assignment Policy:**

The assignments are designed to reinforce chapter and other course material to ensure understanding of concepts and apply to real-world automotive industry applications. Strict compliance with University plagiarism policies.

1. Turnitin dot com will be used.  This to be the student's own work specifically for this course.
2. No AI assistance allowed.
3. No late work accepted.
4. Written assignments will be in APA format.

**Exam Policy:** Quizzes must be taken in the assigned week but will be available to "work ahead."  Final Exam will be open throughout the course.

Exams should be taken as scheduled.  No makeup examinations will be allowed except for documented emergencies (See Policy 7.005 Student Attendance at https://www.untdallas.edu/hr/upol).

**Other Course Specific Policies:**

The course will be conducted through Canvas.  Communication with the professor should be made through Canvas or the UNTD email.  No other email is acceptable due to security concerns.

Food and drink: Acceptable but do not spill on your keyboard.

**Incomplete** grades of "I" must be made according to University policies

**Attendance Policy:** All work must be done by the syllabus schedule unless specifically requested and accepted be the professor.

**University Policies and Procedures**
**Students with Disabilities (ADA Compliance):**

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities.  Students seeking accommodations must first register with the Disabilities Services Office (DSO) to verify their eligibility.  If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course.  You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class.  Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letter during their designated office hours to protect the privacy of the student.  For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu on the first floor of the Student Center.

**Canvas Instructure Accessibility Statement**:
University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities.  If you encounter any difficulties with technologies, please contact our ITSS Department.  To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at https://www.canvaslms.com/accessibility.

NOTE:  Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant.  Please contact our Disability Office should you require additional assistance utilizing any of these tools.

**Academic Integrity:**

Academic integrity is a hallmark of higher education.  You are expected to abide by the University's code of Academic Integrity policy.  Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures.  Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at http://dallascatalog.unt.edu.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Turnitin will be used on all written assignments.  AI use is prohibited and will be checked by Turnitin. Assignment must be written in your own words or placed in quotation marks indicating the source of the concept.  (Author, year) with the source listed in the "References Cited page.

Web-based Plagiarism Detection:  Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

**Classroom etiquette:**

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student's Rights, Responsibilities, and Conduct will be referred to the Dean of Students as the instructor deems appropriate (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true).

**Online Attendance and Participation**:
The University attendance policy is in effect for this course.  Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board.  Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to UNT Dallas' Registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

**Classroom Disruption:**

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom.  A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the

meeting. A student who is directed to leave class will be assigned an unexcused absent for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material.  In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment.  You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

**Course Evaluations:**

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester via your campus email, providing you a chance to comment on how this class is taught.  I will not have access to the results of the evaluations until after final grades have posted.  I am very interested in the feedback I get from students, as I work to continually improve my teaching.  I consider students' evaluations to be an important part of your participation in this class.


**Bad Weather Policy:**

Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow.  In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m.  That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to http://www.untdallas.edu/police/resources/notifications.


**Inclement Weather and Online Classes:**

Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.


**Technology Assistance:** To successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page

of the syllabus.

Browser and computer requirements for Canvas:
https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Instructure/ta-p/66