

**1. General Information**

1a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

Date Submitted: 1/31/2014

1b. Department/Division: Retailing & Tourism Management

1c. Contact Person

Name: Scarlett Wesley

Email: scarlett.wesley@uky.edu

Phone: 859-221-9468

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

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

2a. Will this course also be offered through Distance Learning?: Yes<sup>4</sup>

2b. Prefix and Number: MAT 720

2c. Full Title: Rural Retail Development

2d. Transcript Title: Rural Retail Development

2e. Cross-listing:

2f. Meeting Patterns

SEMINAR: 3

2g. Grading System: Graduate School Grade Scale

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: Characteristics of rural retail development; analysis of economic and related problems and potential for development.

2k. Prerequisites, if any: Graduate student standing.

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SENATE COUNCIL

2. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 5

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: No

If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: No

## Distance Learning Form

Instructor Name: Vaness Jackson

Instructor Email: vanessa.jackson@uky.edu

Internet/Web-based: No

Interactive Video: No

Hybrid: Yes

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? Students will interact both online and in the classroom as well as during onsite store visits at rural retail partners. Yes the syllabus conforms to University Senate syllabus guidelines.

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. This is a hybrid course. So students will be engaged online and in the classroom.

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. Blackboard will be utilized for all course activity. This is individual to the student with their own password.

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? This will be an elective in the MAT formal option of the Master of Science in Retailing and Tourism Management program. One elective in this program accounts for 10% of the total credit hours required.

If yes, which percentage, and which program(s)? 10% Master of Science in Retailing and Tourism Management

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? Since this is a hybrid course, the students enrolled will also have to be on campus and have access to all on campus services.

6. How do course requirements ensure that students make appropriate use of learning resources? All learning resources are available on Blackboard which is a system that the students utilize for all campus activity.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. All learning resources are available on Blackboard which is a system that the students utilize for all campus activity.

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 is listed on the syllabus: Technical support is available by phone at 859-218- HELP (4357) or Email them at [helpdesk@uky.edu](mailto:helpdesk@uky.edu). The Technical Customer Service Center can also be reached at (<http://www.uky.edu/UKIT>)

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.

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|MAT 720 NEW Dept Review|20140127

SIGNATURE|LGRABAU|Larry J Grabau|MAT 720 NEW College Review|20140302

SIGNATURE|ZNNIKO0|Roshan N Nikou|MAT 720 NEW Graduate Council Review|20140312

Courses	Request Tracking
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New Course Form

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

[Open in full window to print or save](#)

Generate R

Attachments:

Upload File

ID	Attachment
Delete 2990	MAT 720 Rural Retailing syllabus.docx

Select saved project to retrieve...

(\* denotes required fields)

1. General Information

a. \* Submitted by the College of:  Submission Date:

b. \* Department/Division:

c.

\* Contact Person Name:  Email:  Phone:

\* Responsible Faculty ID (if different from Contact)  Email:  Phone:

d. \* Requested Effective Date:  Semester following approval OR  Specific Term/Year

e.

Should this course be a UK Core Course?  Yes  No

If YES, check the areas that apply:

Inquiry - Arts & Creativity  Composition & Communications - II

Inquiry - Humanities  Quantitative Foundations

Inquiry - Nat/Math/Phys Sci  Statistical Inferential Reasoning

Inquiry - Social Sciences  U.S. Citizenship, Community, Diversity

Composition & Communications - I  Global Dynamics

2. Designation and Description of Proposed Course.

a. \* Will this course also be offered through Distance Learning?  Yes  No

b. \* Prefix and Number:

c. \* Full Title:

d. Transcript Title (if full title is more than 40 characters):

e. To be Cross-Listed <sup>2</sup> with (Prefix and Number):

f. \* 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.

<input type="checkbox"/> Lecture	<input type="checkbox"/> Laboratory <sup>1</sup>	<input type="checkbox"/> Recitation	<input type="checkbox"/> Discussion
<input type="checkbox"/> Indep. Study	<input type="checkbox"/> Clinical	<input type="checkbox"/> Colloquium	<input type="checkbox"/> Practicum
<input type="checkbox"/> Research	<input type="checkbox"/> Residency	<input type="text" value="3"/> Seminar	<input type="checkbox"/> Studio

Other  If Other, Please explain:

g. \* Identify a grading system:  Letter (A, B, C, etc.)  Pass/Fail  Graduate School Grade Scale

h. \* Number of credits:

i. \* Is this course repeatable for additional credit?  Yes  No

If YES: Maximum number of credit hours:

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

## j. \* Course Description for Bulletin:

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

## k. Prerequisites, if any:

Graduate student standing.

l. Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both3. \* Will this course be taught off campus?  Yes  No

If YES, enter the off campus address: \_\_\_\_\_

## 4. Frequency of Course Offering.

a. \* Course will be offered (check all that apply):  Fall  Spring  Summer  Winter

b. \* Will the course be offered every year?  Yes  No

If No, explain: \_\_\_\_\_

5. \* Are facilities and personnel necessary for the proposed new course available?  Yes  No

If No, explain: \_\_\_\_\_

## 6. \* What enrollment (per section per semester) may reasonably be expected? 5

## 7. Anticipated Student Demand.

a. \* Will this course serve students primarily within the degree program?  Yes  No

b. \* Will it be of interest to a significant number of students outside the degree pgm?  Yes  No

If YES, explain: \_\_\_\_\_

## 8. \* Check the category most applicable to this course:

- Traditional - Offered in Corresponding Departments at Universities Elsewhere  
 Relatively New - Now Being Widely Established  
 Not Yet Found in Many (or Any) Other Universities

## 9. Course Relationship to Program(s).

a. \* Is this course part of a proposed new program?  Yes  No

If YES, name the proposed new program: \_\_\_\_\_

b. \* Will this course be a new requirement <sup>2</sup>for ANY program?  Yes  No

If YES <sup>2</sup>, list affected programs: \_\_\_\_\_

## 10. Information to be Placed on Syllabus.

a. \* Is the course 400G or 500?  Yes  No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) identification of add assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

b.  \* The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10 attached.

## 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 DL 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 a educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technologies. A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements 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 equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix:	MAT 720	Date:	1/27/2014
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 type="checkbox"/> Interactive Video <input type="checkbox"/> Hybrid <input checked="" type="checkbox"/>			

### Curriculum and Instruction

- How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Syllabus Guidelines, specifically the Distance Learning Considerations?  
Students will interact both online and in the classroom as well as during onsite store visits at rural retail partners. Yes the syllabus conforms to University Senate syllabus guidelines.
- 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, and student learning outcomes, etc.  
This is a hybrid course. So students will be engaged online and in the classroom.
- 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 policy; etc.  
Blackboard will be utilized for all course activity. This is individual to the student with their own password.
- 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 as defined above?  
This will be an elective in the MAT formal option of the Master of Science in Retailing and Tourism Management program. One elective in this program accounts for 10% of the total credit hours required.  
Which percentage, and which program(s)?  
10%  
Master of Science in Retailing and Tourism Management  
\*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 is 12 months from the date of approval.
- 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?  
Since this is a hybrid course, the students enrolled will also have to be on campus and have access to all on-campus services.

### Library and Learning Resources

- How do course requirements ensure that students make appropriate use of learning resources?  
All learning resources are available on Blackboard which is a system that the students utilize for all campus activity.
- Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.  
All learning resources are available on Blackboard which is a system that the students utilize for all campus activity.

### Student Services

- 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 is listed on the syllabus:  
Technical support is available by phone at 859-218-XXXX.
- Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?  
 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.
- 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 detailing 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?web\\_id=253&lib\\_id=16](http://www.uky.edu/libraries/libpage.php?web_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/JKIT/Help>)

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<sup>111</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>112</sup> The chair of the cross-listing department must sign off on the Signature Routing Log.

<sup>113</sup> In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. A meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

<sup>114</sup> You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

<sup>115</sup> In order to change a program, a program change form must also be submitted.

Rev 8/09

Submit as New Proposal    Save Current Changes



# RURAL RETAIL DEVELOPMENT

MAT 720

Instructor: Vanessa P. Jackson, Ph.D.

Address: 315C Erikson Hall

E-mail: [vpwick0@uky.edu](mailto:vpwick0@uky.edu) (preferred)

Telephone: (859) 257-7776

Office Hours: By Appointment only; Reponse to e-mails within 24 hours.

Technical Customer Service Center (<http://www.uky.edu/UKIT>)

Information on Distance Learning Library Services: (<http://www.uky.edu/Libraries/DLLS>)

Library Services: Carla [CantagalloDLLService@email.uky.edu](mailto:CantagalloDLLService@email.uky.edu)

**Technical Problems and Complaints:** Technical support is available by phone at 859-218-HELP (4357) or Email them at [helpdesk@uky.edu](mailto:helpdesk@uky.edu). The Technical Customer Service Center can also be reached at (<http://www.uky.edu/UKIT>)

**Technical Requirements:** This course requires the student to have access to a computer that has blackboard accessibility along with Microsoft office accessibility.

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

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

## Course Objectives:

1. Increased students understanding and awareness of economic conditions for rural areas and communities in the United States and in Kentucky.
2. Introduce students to rural retail development, concepts, trends, and changes in the composition of rural population and rural workforce.
3. Introduce student to factors that influence firm location decisions as related to rural areas and communities.
4. Provide students with practical experience with resilient and non-resilient rural communities who have experienced changes in the retail environment.
5. Develop student familiarity with computer based analytical techniques and software.

## Course Outcomes:

1. Assess and demonstrate an understanding of the economic conditions of the rural communities in the United States and Kentucky through research methodology.
2. Demonstrate an understanding of the rural retail development, concepts, trends, and changes in the composition of rural populations and rural workforce through research methodology.
3. Ability to formulate strategies for firm location decisions in rural communities.

4. The ability to construct an assessment of resilient and non-resilient retail communities who have experienced changes in the retail environment using qualitative data.

### **Course Policies:**

#### **MAKE-UP of Work 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 complete an assignment, notify the instructor prior to the time due for the assignment. You may notify me via e-mail at [vpwick0@uky.edu](mailto:vpwick0@uky.edu). **NO** makeup or time extensions will be allowed unless this policy is followed and the excuse for not turning in the assignment is acceptable (according to UK policy). 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:**

**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>. You may also want to visit the Academic Ombud's website: <http://www.uky.edu/Ombud>. There you will find a paper "Plagiarism: What is it?" and an online tutorial entitled "How to avoid plagiarism."

More info on penalties. This is straight from the University Senate Rules (section 6.4.3):

**Penalties.** If the student has previously received a penalty for an offense at least as severe as an E or F in a course, the chair shall inform the responsible dean, who shall determine an appropriate penalty pursuant to Section 6.4.3.B.1.b.

Otherwise, if the student has previously received a letter of warning, the instructor must assign a grade of E or F for the course. If the offense is particularly egregious, and if the chair approves,

the instructor may also forward the case to the responsible dean with a recommendation for a penalty of XE or XF or a more severe penalty, pursuant to paragraph 6.4.3.B.1.a.

Otherwise, if there are no prior offenses or letters of warning in the student's record, the instructor must award a grade of zero for the assignment on which the offense occurred. The instructor may also choose to impose one of the following additional penalties after consulting with the chair:

- (a) require the student to perform extra academic work (failure to complete the extra work should result in a grade of E or F for the course);
- (b) reduce the final grade in the course by a specified number of levels;
- (c) assign a grade of E or F, as appropriate, for the course;

**Disabilities:** “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.”

<b>Course Requirements:</b>	<b>Points</b>
Discussion Board Entries (6 @ 20 points)	120
Readings & essay Questions (10 @ 25)	250
Learning Activities (3@ 25)	75
Store visit, Pictures	100
Interview	100
Narrative report	25
Independent Assessment Plan	100
Portfolio	100 points
<b>Total points</b>	<b>870</b>

**Grading Scale**

90%-100%	A
80%-89%	B
70%-79%	C
60%-below	E

**Course Assignments:**

**Discussion Board Entries:** Discussion board questions are designed to evaluate your understanding of the readings. The questions will relate to the topics discussed prior to date it is due. To answer the question, you must have read the assigned readings. The questions are

posted in blackboard. Please answer the question as it directs you. The answer should be a minimum of 300 words. You must include a reference that you identified from the Internet to support your answer to the question. This part of the discussion question is worth 15 points. Read another student's response to the question and respond to their answer. **This part of the discussion is worth 5 points.**

**Essay Questions:** Essay questions are developed based on the assigned readings. Read the articles first and then attempt to answer the questions according to the readings. Essay questions are to be turned as scheduled in the schedule of activities using the drop box online..

**Learning Activities:** Learning Activities are designed to evaluate your understanding of the readings. They are also designed to apply the readings to situations experienced by rural retailers and how you would handle the issue.

**Retail Visit:** (This class requires students to travel to identified retailer in a small community that they can visit during the semester. Students cannot miss this visit because the visit is used to complete necessary assignments.

**Narrative:** The narrative is a one page assessment of the area the retailer is located. You will need to use the internet to complete the form. Please type the information in the form. List the resources used to locate the information on a separate page. Make sure they are listed in APA format.

**Interview:** The interview is to be conducted while on your visit to the store or you may ask the retailer if you can call them to conduct the interview. You are to ask the retailer the questions provided by me (Dr. Jackson). Then you are to type up their responses, scan the document and turn it in using the drop box on blackboard.

**Independent Assessment Plan:** The independent assessment is another method of reviewing the retailer. This information is also to be collected while visiting the retailer. So you must make use of your time while visiting the retailer.

**Portfolio:** The portfolio is the final document that you will provide all of the documents that you completed plus your recommendations to the retailer for improving their business. The documents to be included are the narrative, assessment plan, and the recommendations for improving your business.

#### **Visit to Retailer**

- a. Identify a small retailer in a small community.
- b. Visit the retailer.
- c. Complete the Independent Retail Assessment Plan
- d. Complete the Narrative on the community
- e. Write recommendation report to retailer.

## References:

Keller, Suzanne. 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.

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.