

# Subject: Retail Merchandising, MARKET031

Section # 10795

Instructor: Dr. Kimberly Shediak

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Hello and welcome to the spring 2021 Retail Merchandising (MARKET031) online class! This 16-week class will begin on Monday, February 8 and continue until Monday, June 7. We do not meet in person. The entire course is online. Here are important details to help you prepare.

**Instructions for the Beginning of Class:** On the start date for our class (February 8), please access our course on [Canvas](#). Make sure to read through the entire syllabus, the “Course Introduction Module” and complete the activities in the “Week 1 Module.” Be sure to complete the “Check-in Discussion” by 11:59 pm on Wednesday, February 10 in order to remain in the course. Pay attention to the due dates for each assignment.

**Canvas:** The course can be accessed via [Canvas](#). You can also access our course by logging onto your student portal and clicking the ‘Canvas’ icon. If you are new to Canvas, check the Virtual Valley Student Resources – [Canvas Video Tutorials](#). For Canvas support, please visit [LAVC Virtual Valley Help Desk](#) or call the Canvas Student Support line (M-F): 818-778-5834 | or (After-hours/Weekends): 844-303-5595

**Communication:** The best way to reach me is through the INBOX on Canvas. You can email me at: [shediakj@lavc.edu](mailto:shediakj@lavc.edu). I respond within 24 hours, Monday - Friday. Make sure you are also checking your own school email address as well. It’s always best to email me directly from your school email address or Canvas INBOX. I will also post important information in Announcements throughout the term.

**Class Content:** Our class will consist of a variety of different methods including videos, quizzes, discussion forums, multiple-choice exams, short essays, and an online business simulation. Since online classes are much more student-driven, they require a lot of self-discipline. On average, this class might take a bit more time to complete than a face-to-face class. It is the student’s responsibility to keep up with the course work and keep track of the deadlines throughout the semester.

**Assignments:** Each week of class has a specific beginning and ending date. Each week begins every Monday at 8:00AM and ends every Sunday at 11:59PM. This means you will only have access to one week at a time. On our Canvas course, you will notice each week has its own ‘Module’ with the date range stated. You will click on the corresponding module each week and complete all required course work listed in the module.

**Academic Accommodations:** If you need any academic accommodations, let me know as soon as possible. If you have not contacted SSD ([Services for Students with Disabilities](#)), please do so in a timely manner. SSD is located in the Student Services Annex, Room 175 or call SSD at (818) 947-2681 or TTD (818) 947-2680 to meet with a SSD counselor.

Please refer to the syllabus for further policies, course materials, assignments, and due dates. I am looking forward to a fun and productive semester together! Welcome to Retail Merchandising!

Sincerely,  
Dr. Kimberly Shediak