

MKT353e Retail Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Retail Management considers the traditional framework of retailing and looks at the complexity of the competitive environment, as well as technology that can be used in retailing. Retail Management includes the importance of building and maintaining relations, store and non-store activities, and a view of emerging technologies. It also looks at organization structure and human resource management as well as the pricing. Overall, the course deals with developing, integrating and controlling the retail strategy throughout the enterprise.

Topics:

- Introduction to Retailing
- Building & Sustaining Relationships in Retailing
- Strategic Planning in Retailing
- Retailing Institutions
- Web, Nonstore-based & Other Forms of Non-traditional Retailing
- Trading Area Analysis
- Site Selection
- Retail & Human Resource Management
- Operations Management
- Developing & Implementing Merchandise Plans
- Pricing in Retailing
- Establishing & Maintaining a Retail Image
- Promotional Strategies

Textbooks:

Barry Berman and Joel R. Evans: Retail Management: A Strategic Approach 13 PEARSON
ISBN-13: 9781292214689-AA

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Learning Outcome:

- Discuss an overview of strategic retail management.
- Examine strategic planning in retailing.
- Differentiate how services are marketed.
- Prepare a situation analysis of retail institutions by ownership, store-based strategy mix, as well as non-store based retail institutions.
- Prepare trading-area analysis and appraise how to choose a store location.
- Discuss how to manage a retail business with an understanding of human resource management and operations management.
- Develop and implement merchandise plans.
- Examine the issues of pricing in retailing.
- Propose how to design and maintain a retail image through communication strategies.
- Apply marketing principles and practices to real and hypothetical situations.
- Organise information and apply them to particular marketing scenarios.
- Develop course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Show written proficiency.
- Prepare oral presentations in areas related to retail management.

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
ECA-REPORT	32.50
ECA-VIDEO	12.50
ECA-POWERPOINT	5
Sub-Total	50

Weightage Total **100**