

MKT353 Retail Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

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
- Retail Operations Management
- Developing & Implementing Merchandise Plans
- Pricing in Retailing
- Establishing & Maintaining a Retail Image

Textbooks:

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

Learning Outcome:

- Examine strategic planning in retailing
- Differentiate how different products and services are marketed.
- Discuss how to manage a retail business with an understanding of human resource management and operations management.
- Analyse how to design and maintain a retail image through communication strategies
- Apply trading-area analysis.
- Formulate and implement merchandise plans.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	ECA-REPORT	32.50
	ECA-VIDEO	12.50
	ECA-POWERPOINT	5
Total		100