C10RS Retail Marketing

COURSE DETAILS
Course Code: C10RS
Full Course Title: Retail Marketing
SCQF Level: 10
SCAF Credits: 15
Available as Elective: Yes

DELIVERY LEVEL
Undergraduate: Yes
Postgraduate Taught: No
Postgraduate Research: No

COURSE AIMS
• provide an overview of the key principles of retailing
• evaluate the main factors which influence retail change
• assess the conceptual models which have been formulated to explain retail change
• evaluate the business strategies of retailers
• discuss the evolution of supply chain management in retailing
• understand the main operational issues facing retail management
• evaluate future trends in retailing

LEARNING OUTCOMES – SUBJECT MASTERY
• Develop a knowledge of the key drivers of retail change
• Critically assess the business strategies of retailers
• Critically review theoretical models which explain retail change
• Appreciate the inter-linkages between different areas of the retail supply chain from marketing – buying – logistics – shop floor.
• Understand aspects of retail operations from customer service to retail security.

• Undertake critical reading for seminars to develop themes discussed in lectures.
• Undertake independent research into relevant and current retail-specific issues to inform individual coursework

LEARNING OUTCOMES – PERSONAL ABILITIES
• Review industry trends
• Gain insights into retail management through guest speakers

Work independently (coursework) and as a small team to complete seminar tasks.
C10RS Retail Marketing

- Communicate ideas (orally) in seminars and by written means (coursework)
- Interpret qualitative and quantitative data as part of coursework requirements.

SYLLABUS

The syllabus will include a range of topics that include but are not limited to the following:

- The changing retail environment – the changing consumer, the retail response, the theoretical constructs explaining retail change, formulating retail strategies.
- Managing the retail supply chain – retail buying, logistics, retail supply chain management and CSR.
- Managing retail operations – customer service in retailing, merchandising and display, retail security.
- Managing the future – internationalisation of retailing, e-commerce and multi-channel retailing

COURSE RELATIONSHIPS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Level</th>
<th>Title</th>
<th>School</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>C18FM</td>
<td>8</td>
<td>Fundamentals of Marketing</td>
<td>School of Mgmt &amp; Languages</td>
<td>Pre-Requisite</td>
</tr>
</tbody>
</table>

LOCATION AND ASSESSMENT METHODS

<table>
<thead>
<tr>
<th>Edu</th>
<th>SBC</th>
<th>Ork</th>
<th>Dub</th>
<th>Malay</th>
<th>IDL</th>
<th>COLL</th>
<th>ALP</th>
<th>OTH</th>
<th>Method</th>
<th>Weight</th>
<th>Exam Mins</th>
<th>Type</th>
<th>Diet</th>
<th>Synoptic Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Coursework</td>
<td>50</td>
<td></td>
<td>Assessment</td>
<td>Semester 1</td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Examination</td>
<td>50</td>
<td>180</td>
<td>Assessment</td>
<td>Semester 1</td>
<td></td>
</tr>
</tbody>
</table>