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.
• 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

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<th>Course Code</th>
<th>Level</th>
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<th>School</th>
<th>Type</th>
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<td>Fundamentals of Marketing</td>
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LOCATION AND ASSESSMENT METHODS

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