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>
<th>Title</th>
<th>School</th>
<th>Type</th>
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<td>8</td>
<td>Fundamentals of Marketing</td>
<td>School of Mgmt &amp; Languages</td>
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LOCATION AND ASSESSMENT METHODS

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