### COURSE DETAILS

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

### DELIVERY LEVEL

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<th>Undergraduate:</th>
<th>Yes</th>
<th>Postgraduate Taught:</th>
<th>No</th>
<th>Postgraduate Research:</th>
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### 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

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

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