

Retail Marketing

Module Code:	MAR6004-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Module Leader:	Mr Martin Haley

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80.5
Examinations DO NOT USE	1.5

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 1
MSA	Management Development Institute of Singapore (MDIS) / Semester 2
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To introduce the changing nature of the retail marketing environment.

To familiarise you with marketing principles and theories that can be specifically applied to retail organisations.

To provide you with a practical application of retail marketing concepts and techniques.

Outline Syllabus

Distinctive aspects of retailing marketing

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Methods and approaches to retail strategy and marketing planning.

Consumer behaviour and retail operations.

The management of service and quality in retailing.

The retail marketing mix and the retail product.

Merchandise Management.

Retail Pricing.

Retail communications and promotion.

Retail distribution and supply chain management.

Retail Location strategies and decisions.

Management of the retail brand.

Application of IT to retail marketing.

Consumerism and ethics in retailing, including sustainable development.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 a) critically evaluate Retail Marketing issues that a retail business may face;
 b) understand the key concepts of Retail Marketing as they apply in contemporary commercial and consumer markets.
- 2 a) analyse Retail Marketing planning issues within a retail marketing simulation;
 b) develop and implement retail marketing planning decisions within a computer simulated dynamic retail environment
- 3 a) have developed analytical, problem solving, report writing and experience group work skills.

Learning, Teaching and Assessment Strategy

Lectures will provide the information for you to build knowledge of Retail Marketing and its planning issues, and develop critical awareness of strategic retail marketing and planning dilemmas within business (LOs 1a, 1b, 2a and 2b).

Lectures and assigned readings are used to disseminate materials exploring theory, concepts and techniques in Retail Marketing and guest lecturers from industry will share their professional experience and knowledge. Tutorials, which encourage student discussion and participation, will further develop understanding of the theory, concepts and techniques through the management of a retail company's marketing function within a computer simulation. Students, in groups, prepare and input their solutions to problems and case studies. All Learning Outcomes are supported by lectures, tutorials and associated

reading, and are summatively assessed by a group assignment based on a simulated case study. LO 1a, 1b and 3 are summatively assessed by a time-constrained examination undertaken at the end of the module. Oral formative feedback is given during tutorials and written summative feedback of the group assignment is provided after the assessment period. The module addresses ESD through content on ethics and CSR.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book	1.5 hours	70%	Yes
Summative	Coursework	Group project of up to 2500 words (or individual reflective assignment of up to 1000 words if Supplementary)	-2500 words	30%	No

Legacy Code (if applicable)

MAN0710M

Reading List

To view Reading List, please go to [rebus:list](#).