

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS
FORM**

MAR 302 Retailing Management							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Retailing Management	MAR 302	6	3	0	0	3	6

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving

Course Objective
To develop knowledge of contemporary retail management issues at the strategic level. To describe and analyses the way retailing works, specifically the key activities and relationships. To provide an academic underpinning to the above through the application of retailing theory and research.

Learning Outcomes
<p>Upon successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • To demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage. • To explain how retailers use marketing communications to build a brand image and customer loyalty. • To learn the specifics of retail practice, understand the main problem areas in retailing management, and analyze the retail industry from a system perspective. • To understand the impact of effective supply chain management on retail business performance, and link it to customer preferences and financial targets. • To develop solutions for issues in retail practice by leveraging theory and previously-learned tools in the IE discipline (i.e. inventory planning and control, logistics, statistical analysis, optimization, and etc.) to impact the business performance. • To be able to leverage data to inform operational and tactical decisions in retail, and connect strategic decisions with tactical and operational consequences/challenges.

- To develop the necessary background for a career in (i) retailing and retail supply chains, (ii) businesses like consulting and information technology that provide services to retailers, and (iii) brand manufacturers that reach the end consumer through retailers

Course Outline

Students will learn how small and large retail organizations are structured, gain an understanding of basic retail operations, acquire knowledge of the various types of retailers, learn about multi-channel retailing, and consumer buying behavior. Students will also study retail marketing strategies, selecting store sites, and human resource challenges in retailing.

Students will study retail information systems, supply chain management, customer relationship management (CRM) systems, merchandising, buying, retail pricing, the retail communications mix, store management, store layout & design, visual merchandising, and customer service techniques.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	An Introduction to Retailing	The Framework Retailing Applying a Retail Strategy The Focus and Format of the Text
2	Building and Sustaining Relationships in Retailing	Value and Value Chain Retailer Relationship Building Ethical Performance and Relationships in Retailing
3	Strategic Planning in Retailing	Situation Analysis Objectives Overall Strategy
4	Situation Analysis	Retail Institutions by Ownership Retail institutions Characterized by ownership
5	Retail Institutions by Store-Based Strategy Mix	Considerations in Planning a Retail Strategy Mix How Retail Institutions are Evolving Retail Institutions are Evolving Retail Institutions Categorized By Store-Based Strategy Mix

6	Web, Nonstore-Based and Other Forms of Nontraditional Retailing	Direct Marketing Direct Selling Vending Machines Electronic Retailing: The Emergence of The WorldWide Web Other Nontraditional Forms of Retailing
7	Identifying and Understanding Consumers	Consumer Demographics and Lifestyles Consumer Needs and Desires Shopping Attitudes and Behavior Retailer Actions Environmental Factors Affecting Consumers
8	Midterm	
9	Informations Gathering and Processing in Retailing	Information Flows in a Retail Distribution Channel The Retail Information System The Marketing Research Process
10	Trading –Area Analysis	The Importance of Location to a Retailer Trading –Area Analysis Characteristics of Trading Areas
11	Site Selections	Types of Locations The Choice of General Location Location and Site Evaluation
12	Retail Organization and Human Resource Management	Setting Up a Retail Organization Organizational Patterns in Retailing Human Resource Management in Retailing
13	Operations Management Financial Dimensions	Profit Planning Asset Management Budgeting Resource Allocation
14	Merchandise Management and Pricing	Developing Merchandise Plans Implementing Merchandise Plans Financial Merchandise Management Pricing in Retailing
15	Communicating with the Customer	Establishing and Maintaining a Retail Image Promotional Strategy Putting It all Together
16	Final Exam	

Textbook(s)/References/Materials:
Textbook: Berman, B., Evans, J. R., & Chatterjee, P. (2018). Retail management: a strategic approach. Pearson Education Limited.
Supplementary References: -
Other Materials:-

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	10
Presentation	2	10
Projects		
Report		
Seminar		
Attendance	16	10
Midterm Exams / Midterm Jury	1	25
General Exam / Final Jury	1	45
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation	2	10	20
Projects			
Reports			
Homeworks	2	15	30
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	2	20	20
Preparation Period for the Final Exam / General Jury	2	30	30
Total Workload	(180/25 = 7,2)		180

Relationship Between Course Learning Outcomes and Program Competencies						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	To demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage.					x
2	To explain how retailers use marketing communications to build a brand image and customer loyalty.					x
3	To learn the specifics of retail practice, understand the main problem areas in retailing management, and analyze the retail industry from a system perspective.					x
4	To understand the impact of effective supply chain management on retail business performance, and link it to customer preferences and financial targets.					x
5	To develop solutions for issues in retail practice by leveraging theory and previously-learned tools in the IE discipline (i.e. inventory planning and control, logistics, statistical analysis, optimization, and etc.) to impact the business performance.					x
6	To be able to leverage data to inform operational and tactical decisions in retail, and connect strategic decisions with tactical and operational					x

	consequences/challenges.					
7	To develop the necessary background for a career in (i) retailing and retail supply chains, (ii) businesses like consulting and information technology that provide services to retailers, and (iii) brand manufacturers that reach the end consumer through retailers					x

Relationship Between Course Learning Outcomes and Program Competencies (Department of Economics)									
Nu	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	To understand the formal and informal processes related to a business structure.	x		X		X	X	X	4
2	Evaluate a business on the basis of all functional units.			X	X		X	X	3
3	Using analytical thinking effectively in the decisions taken for the problemsolving process	x		X			X	X	3
4	To have a vision of self-development and learning.		X	X	X		X	X	4
5	To carry out all its activities within this framework, equipped with ethics.	x				X	X		2
6	To analyze the cases encountered bydoing research and studies individually and as a team within theorganization.			X	X		X		3
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the interested parties,in writing and orally.	X		X	X	X	X	X	4
8	To develop effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.	X		X	X	X		X	3
9	To have the ability to interpret and analyze data, to identify problems	X		X	X	X		X	3

	and to suggest solutions by using the knowledge gained in the field of marketing.								
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.		x		x		X		3
11	To evaluate the knowledge and skills gained by marketing education with a critical perspective within the framework of practices in business life.	X	X		X	X		X	3
12	To follow the current trends developing within the framework of marketing and to interpret them correctly.	X		X	X		X	X	5
Total Effect									40

Policies and Procedures

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments: The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more than the determined rate he/she will be insufficient and will not have a pass mark

from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.