



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b>	MANAGEMENT	<b>Dept. Numeric Code</b>	3 2
<b>Course Code</b>	M A N 4 3 4	<b>Number of Weekly Lecture Hours</b>	3
		<b>Number of Weekly Lab/Tutorial Hours</b>	0
<b>Course Web Site</b>	http://man434.cankaya.edu.tr	<b>ECTS Credit</b>	0 5

#### Course Name and Other Course Information

*This information will appear in the printed catalogs and on the web online catalog.*

<b>English Name</b>	Retail Marketing
<b>Turkish Name</b>	Perakende Pazarlama
<b>Mode of Delivery</b>	Face to Face
<b>Language of Instruction</b>	English

#### Course Description

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

The course addresses the challenges of retailing, which is a dynamic industry. Through analysis of the retail marketing mix, the course looks at branding in the retail industry, product placing and development, pricing alternatives, location options, and the promotion of goods. Because of their importance in today's competitive environment the course covers subjects such as the application of technology to retail marketing management, e-commerce, international retailing, and customer relationship management.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any. <span style="border: 1px solid black; padding: 2px;">Prior knowledge in MAN 307 is strongly recommended.</span>	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input checked="" type="checkbox"/> Elective course for dept. <input type="checkbox"/> Elective course for other dept.(s)			

**Part II. Detailed Course Information****Course Objectives***Maximum 100 words.*

The goal of this course is to introduce students to the strategic perspective of retail marketing management and to study the dynamic and competitive nature of the retail industry.

**Learning Outcomes***Explain the learning outcomes of the course. Maximum 10 items.*

Upon completion of this course, the students should be able to:

1. Apply the principles, practices, and concepts used in retail marketing management.
2. Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.
3. Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
4. Understand the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.
5. Identify the approaches to and guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.

**Textbook(s)***List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Peter Mc. Goldrick	Retail Marketing	Mc Graw Hill	2002	9780077092504

**Reference Books***List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN
David Gilbert	Retail Marketing Management	John Wiley and Sons.	2003	9780273655114

**Teaching Policy***Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of Three hours of lecturing and case analysis. Students are expected to actively participate in-class discussions.

**Laboratory/Studio Work***Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

**Computer Usage***Briefly describe the computer usage and the hardware/software requirements for the course.*

N/A

<b>Course Outline</b> <i>List the weekly topics to be covered.</i>	
Week	Topic(s)
1	Introduction to Retailing
2	Types of Retailers and Global Retailing
3	Consumer Buying Behavior in Retailing
4	Retail Marketing and Retail Marketing Strategy
5	Retail Marketing Mix-Product
6	Product Category Structure and Management
7	Midterm exam
8	Retail Marketing Mix-Price and Distribution
9	Retail Pricing and Distribution
10	Multi-Channel Retailing
11	Retail Communication Mix
12	Customer Relationship Management
13	Store Layout, Design, and Visual Merchandising
14	Customer Service

<b>Grading Policy</b> <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm exam	1	25 %						
Case Studies	4	15 %						
Term Project	1	30%						
Final Exam	1	30%						

<b>ECTS Workload</b> <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	13	3	39
Attending Labs/Recitations ( <i>weekly basis</i> )	-	-	-
Compilation and finalization of course/lecture notes ( <i>weekly basis</i> )	13	1	13
Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	13	2	26
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams ( <i>including the duration of the exams</i> )	1	7	7
Preparation of term paper/case-study report ( <i>including oral presentation</i> )	4	4	16
Preparation of term project/field study report ( <i>including oral presentation</i> )	1	12	12
Preparation for final exam ( <i>including the duration of the exam</i> )	1	7	7

TOTAL WORKLOAD / 25	123
ECTS Credit	5

**Program Qualifications vs. Learning Outcomes** Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.			X		
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.				X	
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.				X	
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.					X
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.				X	
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.					X
8	Be thereby qualified to conduct research in business administration and management.				X	
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.					X
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.				X	
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.				X	
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.				X	

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest