

Unit Title	Retail Marketing
Programme(s)/Course	BAM/BAB
Level	5
Semester	2
Ref No:	MCS-2-209
Credit Value	20 CAT Points
Student Study hours	Contact hours: 45 Student managed learning hours: 155
Pre-requisite learning	Practical Introduction to Marketing
Co-requisites	None
Excluded combinations	None
Unit Coordinator [Name + e mail address]	Zhibin Lin linz2@lsbu.ac.uk
Parent Department	Management
Parent Course	BA Marketing/BA Business
Description [100 words max]	<p>This is an optional unit exploring the marketing functions of retail organisations. Retail marketing encompasses a wide range of activities such multi-channel retailing, buying and merchandising, category management, store design, logistics and efficient consumer response, trading area analysis, retail pricing, internationalisation, ethical retailing and online retailing.</p> <p>Retail marketing provides the student with an understanding of the integral nature of marketing within the retail sector by focusing on current industry practices. The study of retail marketing requires an understanding of the definition of marketing; its importance, scope and functions, as well as the evolution of marketing and the marketing concept.</p>
JACS Code	
Aims	<ol style="list-style-type: none"> 1. To provide the student with an insight into the structure of the highly competitive retail industry. 2. To provide an appreciation of the importance of the marketing function and the need for marketing planning in the sector. 3. To provide the student with knowledge of those elements which make up the retailing marketing mix.

	<p>4. To provide information regarding current and emerging technology within the sector.</p> <p>5. To provide a basis for formulating retail strategy</p>
Learning outcomes	<p>Knowledge and Understanding: Understand theories of retail operations and the relationships and interactions that occur between suppliers, retailers and consumers. Understand and analyse how marketing decisions influence the effectiveness of retail operations.</p> <p>Intellectual Skills: Apply marketing knowledge in a retail setting. Demonstrate a proficiency in a range of techniques related to retail marketing and competitive analysis Able to apply appropriate knowledge and skills to complex retailing problems</p> <p>Practical Skills: Create and implement retail marketing plans Audit retail marketing environments Communicate persuasively Gather, crunch and analyse marketing information Use specific information technology skills Creative thinking Work autonomously Independent thinking</p> <p>Transferable Skills: Improve and manage creativity Development written business communications skills Understand group and team working Understand the components of a successful presentation Develop and deliver presentation skills Use information technology for presentation and information searches</p>
Employability	On completion of this unit students should have sufficient knowledge of the theories, concepts and practice of retail marketing to be able to enhance their capability in the employment market.
Teaching & Learning Pattern	<p>Each week will consist of an integrated three hour session with the following components:</p> <ol style="list-style-type: none"> 1. 2 hour lecture 2. 1 hour seminar/workshop <p>The teaching method will be based on exposition, demonstration and actual application of theoretical material in a student centred learning environment.</p> <p>Seminars will follow every lecture topic and will consist of:</p> <ol style="list-style-type: none"> 1. Open discussion based on lecture material. 2. Student led seminars on a range of retail marketing topics and case studies. 3. Group project work, where students, once divided into project groups, will spend time in class and out of class applying the material learnt to their practical retail marketing research projects.

Indicative content	<ol style="list-style-type: none"> 1. Introduction to Retail Marketing & The Retail Marketing Environment: 2. Retail Formats 3. Retail Branding and Positioning 4. Buying and Merchandising 5. Merchandise and Category Management 6. Store Design and Store Layout 7. Logistics and Efficient Consumer Response 8. Trading Area Analysis and Site Selection 9. Retail Pricing 10. Retail Internationalisation 11. Ethical Retailing 12. Online Retailing
Assessment method (Please give details – elements, weightings, sequence of elements, final component)	<p>Assessment will be based on a combination of: A 2-hour “unseen” case study examination at the end of the semester, which accounts for 60% of the final grade.</p> <p>2. Coursework: 40%</p> <ol style="list-style-type: none"> 1. Group Oral Presentation: (40% coursework mark) 2. Individual Written Report: (60% coursework mark)
Indicative Reading	<p>CORE READING:</p> <ol style="list-style-type: none"> 1. Lusch, R.F., Dunne, P.M. and Carver, J.R. (2011) <i>Introduction to Retailing</i>. International Edition, 7th Ed, South Western Cengage <p>OPTIONAL READING:</p> <ol style="list-style-type: none"> 1. Berman, B. and Evans, J. R. (2010) <i>Retail Management: A Strategic Approach</i>, 12th Ed, Pearson Education. 2. Fernie, J. and Sparks, L. (2009) <i>Logistics and Retail Management</i>. Kogan Page 3. Zentes, J., Morschett, D. and Schramm-Klein, H. (2007) <i>Strategic Retail Management: Text and International Cases</i>, Gabler 4. Dawson, J., Findlay, A. and Sparks, L. (2008) <i>The Retailing Reader</i>. Routledge 5. Varley, R. (2006) <i>Retail product management: buying and merchandising</i>, Routledge 6. Gilbert, D. (2003) <i>Retail Marketing Management</i>, Financial Times Prentice Hall. 7. McGoldrick, P.J. (2002), <i>Retail Marketing</i>, McGraw-Hill. 8. Bruce, M., Moore, C. and Birtwistle, G. (2004), <i>International Retail Marketing</i>, Butterworth-Heinemann 9. Fernie, J., Fernie, S. and Moore C. (2003) <i>Principles of Retailing</i>, Butterworth-Heinemann 10. Reynolds, J. and Cuthbertson, C. (2004) <i>Retail Strategy</i>, Butterworth-Heinemann
Other Learning Resource:	