

Retail Marketing Unit Guide

Reference Number: MCS-2-209

**Faculty of Business, Computing &
Information Management**

2007/2008

become what you want to be

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1. UNIT DETAILS

Unit Title:	Retail Marketing
Unit Level:	2
Unit Reference Number:	MCS-2-209
Credit Value:	1
Student Study Hours:	120 hours
Contact Hours:	45 hours
Private Study Hours:	75 hours
Pre-requisite Learning (If applicable):	Introduction to Marketing/Service Marketing
Co-requisite Units (If applicable):	
Course(s):	BA Business (CH), BAM
Year and Semester	2007-8, Semester 2
Unit Coordinator:	Zhibin Lin
UC Contact Details (Tel, Email, Room)	Ext: 8297, Email: linz2@lsbu.ac.uk , Room: L302
Teaching Team & Contact Details (If applicable):	
Subject Area:	Marketing
Summary of Assessment Method:	Exam 60% Coursework 40% (Group Presentation 16%, Individual 24%)

2. SHORT DESCRIPTION

This is an optional unit exploring the marketing functions of retail organisations building upon the knowledge gained in the Service Marketing Unit. It will provide the student with an understanding of the integral nature of marketing within the retail sector by focusing on current industry practices.

Retail marketing influences our daily lives in our roles as consumers and shoppers. Its study therefore encompasses a wide range of activities such as environmental analysis; retail marketing research; consumer analysis; merchandise planning; distribution planning; promotional planning; pricing planning; and retail marketing management.

The role of retail marketing tends to change in each new retailing situation. The formal study of retail marketing therefore requires an understanding of the definition of marketing; its importance, scope and functions, as well as the evolution of marketing and the marketing concept.

Since retail marketing is the application of marketing concepts and philosophy relating to retail operation, a clear definition of marketing will be a good starting point for better understanding of this subject.

3. AIMS OF THE UNIT

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.
4. To provide information regarding current and emerging techniques within the sector.

5. To provide a basis for formulating retail strategy.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

1. Understand and analyse how marketing decisions influence the effectiveness of retail operations.
2. Understand the relationships and interactions that occur between suppliers, retailers and consumers.

4.2 Intellectual Skills

1. Appreciate the fast moving and highly competitive nature of the retail industry.
2. Appreciate new marketing and technological activities adopted by the sector.

4.3 Practical Skills

Develop a marketing strategy for a retail operation.

4.4 Transferable Skills

1. Research and information gathering
2. Information interpretation and analytical skills
3. Case study analysis
4. Teamwork
5. Report Writing
6. Presentation skills
7. Independent and creative thinking
8. Use of IT

5. ASSESSMENT OF THE UNIT

Assessment will be based on a combination of:

1. An "unseen" case study examination at the end of the semester which accounts for 60% of the final grade.
2. Coursework: 40%
 - Group Oral Presentation: 16% (or 40% coursework mark)
 - Individual Written Report: 24% (or 60% coursework mark)

Retail Marketing Project

Objectives:

- To continuously apply the content of each lecture and theory to a practical project
- To create and design a retail marketing strategy on real/current issues

Implementation:

- Students will split into groups of 4-6 and choose a retailer of your choice
- Students will take on the role of the Retail Marketing Manager or Retail Marketing Consultant and build a Strategic Retail Marketing plan for the chosen retailer
- The plan needs to include and consider the following elements:
 - 1. Situation Analysis**
 - Background information concerning the retailer and the industry/environment it operates in
 - Issues of importance to the retailer and environment
 - Situation/problem/opportunity facing the retailer
 - Discussion of need for a plan to address the above-mentioned situation
 - 2. Goals & Objectives**
 - Overall goal to be achieved?
 - Identification of objectives of strategic retail marketing plan
 - What do you want to achieve?
 - Key messages
 - 3. Target Market**
 - How would you segment the market?
 - Who are the retailers' target customers?
 - Rationale for chosen target market
 - 4. Proposed Strategy**
 - Outline of proposed overall strategy and rationale
 - Positioning of your value offerings
 - How do you organise the marketing mix to achieve your proposed strategy? (details to be presented in 5, 6, 7, and 8)
 - 5. Place**
 - Logistics management
 - Geographic location decisions
 - 6. Product**
 - Merchandise management
 - Branding decisions
 - 7. Price**
 - Approaches to pricing your retail product
 - Your pricing and its relationship to value
 - 8. Promotion**
 - Communication Objectives
 - Advertising
 - Sales Promotion
 - Loyalty schemes?
 - Personal selling?
 - Public relations?
 - Other promotional tools?

Students will be given some time each week to discuss and plan their projects based on the content of that day's lecture, thus building the outline and design of the project in class and completing this design and some of the practical aspects in their own time.

Group Project Presentation, Wednesday, 30 April (Week 11)

A 15 minute presentation using PowerPoint giving an outline of your retail marketing strategy

Must include all the individual topics (5-8) and group materials (1-4) for the campaign and the presentation as a whole.

This coursework element contributes to 40% of the coursework mark or 16% of the overall grade.

Individual Assignment – Friday, 02 May (Week 11)

Each individual group member will be expected to produce one piece of work that will form part of the materials developed for the group project. This piece of work will be marked as an individual assignment but will also be considered as part of the project and as such is expected to be consistent with the plans aims and objectives. Therefore the portfolio of materials will include a variety of individual and group pieces of work.

An individual assignment will comprise two major parts:

PART A (500 words). A Brief summary of

1. Situation Analysis
2. Goals & Objectives
3. Target Market
4. Proposed Overall Strategy

PART B (1500 words). Elaboration on ONE element of following in the plan:

5. Place
 - Logistics management
 - Geographic location decisions
6. Product
 - Merchandise management
 - Branding decisions
7. Price
 - Pricing approaches
8. Promotion
 - Advertising
 - Sales Promotion
 - Loyalty schemes
 - Personal selling
 - Public relations

Each group member will choose a **different** one of these elements

This coursework element contributes to 60% of the coursework mark or 24% of the overall grade.

6. FEEDBACK

Feedback will normally be given to students 15 working days after the submission of an assignment.

7. INTRODUCTION TO STUDYING THE UNIT

7.1 Overview of the Main Content

The main content of the unit is the application of marketing principles in the retail sector by linking those theories with current industry practices. A strong emphasis is placed upon interactive methods of teaching of this unit. Thus, considerable interaction is encouraged

amongst the students themselves as well as between students and the lecturer. This approach embraces a mixture of teaching and learning methods.

7.2 Overview of Types of Classes

Each week will consist of an integrated three hour session with the following components:

- 2 hour lecture
- 1 hour seminar/workshop

The teaching method will be based on exposition, demonstration and actual application of theoretical material in a student centred learning environment.

Seminars will follow every lecture topic and will consist of:

- Open discussion based on lecture material.
- Student led seminars on a range of retail marketing topics and case studies.
- 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.

7.3 Importance of Student Self-Managed Learning Time

Students are expected to carry out approximately 7 hours' supplementary reading on a weekly basis. To make the seminar discussions a worthwhile interactive exercise, students are advised and encouraged to vigorously express their views through constructive participation. Students are therefore instructed to prepare each of the seminar assignments individually, so that a beneficial discussion can take place during the seminar sessions. Students should be working on presentations and coursework as an ongoing project.

7.4 Employability

On completion of this unit students should have sufficient knowledge of the principles, conventions and practices of retail marketing to be able to apply them in the employment market. In order to prepare students for employment in industry, lecture material is closely aligned to actual organizations, the structure and delivery style of the lectures is designed stimulate high levels of interaction both among students, and between students and tutors. It is expected that in doing so students can relate the subject matter to industry and interpret the subject matter in a real-world context.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Lecture and Seminar Outline:

Week 1 - Introduction to Retail Marketing & The Retail Marketing Environment:

Lecture

- The nature and concept of retail marketing
- The UK and European retail industry
- The meaning and functions of marketing
- Retail institutional change
- Retail concentration
- The need for retail organisations
- The classification of retail stores
- The general retail marketing environment
- Internal and external retail environment
- Retail environment forecasting

No Seminar

Week 2 - Consumer Behaviour and Retail Marketing Strategy and Planning

Lecture

- Consumer behaviour in the retail context
- The main theories of consumer behaviour
- Retail need for research information
- The retail marketing plan
- The planning process
- Retail marketing control process

Seminar – Case Study

Week 3 - The Retail Market Segmentation and Positioning and 4P's

Lecture

- Segmentation
- Positioning
- What is the marketing mix?
- The marketing mix for services

Seminar – Case Study

Week 4 – Retail Place Location Strategies

Lecture

- Retail logistics
- Geographic location decisions
- Types of retail development
- Location techniques

Seminar – Case Study

Week 5 - Retail Product - Merchandise Management, Branding & Own Branding Management

Lecture

- The retail product

- Retailing as a product
- Merchandise management
- The role of the brand
- Own brands
- Types of brand extension

Seminar – Case Study

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Week 6 - Retail Pricing

Lecture

- Understanding price as a concept
- Price sensitivity
- Further factors influencing pricing
- Approaches to pricing the retail product
- Pricing and the relationship to value
- Markdown policy considerations for retailers

Seminar – Case Study

Week 7 - Retail Communication & Promotion

Lecture

- Setting objectives
- Communication effects
- Advertising
- Sales Promotion
- Relationship marketing and loyalty schemes
- Personal selling
- Public relations
- Other important promotional tools
- Characteristics of promotions

Seminar – Case Study

Week 8 – Ethics in Retailing

Lecture

- Consumerism and ethics in retailing
- The different pressures for a company to be socially responsible
- Product misuse and safety issues
- Corporate social responsibility

Seminar – Case Study

Week 9 – International Retail Marketing

Lecture

- The internationalisation of retailing
- International trade
- Global retail marketing theories
- Selecting and eliminating unsuitable markets
- Market entry strategies
- The international retail marketing mix

Seminar – Project Planning

Week 10 – Electronic Commerce & Retailing

Lecture

- The role of technology to involve competitiveness
- The role of technology in satisfying market demand
- Technology in retail marketing decisions
- The structure and developments in electronic retailing
- Retail marketing via the Internet
- Future of electronic retailing

Seminar – Project Planning

Week 11 - Group Project Presentations

No Lecture – Each Group will be allocated a 20 minute time slot. 15 to present and 5 minutes for questions.

Week 12 – Exam Revision

Lecture – Topics for Revision

Seminar – Presentation Grades & Exam Q & A Session

9. LEARNING RESOURCES

9.1 Core Materials

Gilbert, D. (2003), *Retail Marketing Management*, London: Financial Times Prentice Hall.

McGoldrick, P.J. (2002), *Retail Marketing*, London: McGraw-Hill.

Kent, T. and Omar, O. (2003) *Retailing*, Basingstoke: Palgrave Macmillan.

9.2 Optional Materials

De Chernatony, L. and McDonald, M. (1999), *Creating Powerful Brands*, Oxford: Butterworth-Heinemann

Bruce, M., Moore, C. and Birtwistle, G. (2004), *International Retail Marketing*, Butterworth-Heinemann

Collins, A (1992), *Competitive Retailing: Dynamic Strategies for Winning and Keeping Customers*, Basingstoke: McGraw-Hill

Cortztjens, J. and Cortzjens, M. (1995), *Store Wars: The Battle for Mindspace and Shelfspace*, Chichester: John Wiley.

Cox, R. and Brittain, P. (2000), *Retail Management*, 4th Edition London: Prentice-Hall

Evans, J. and Berman, B. (2007), *Retail Management: A Strategic Approach*, New Jersey: Prentice Hall.

Fernie, J., Fernie, S. and Moore C. (2003), *Principles of Retailing*, Butterworth-Heinemann

Guy, C. (2007) *Planning for retail development: a critical view of the British experience*, New York: Routledge.

Ghosh, A. (1994), *Retail Management*, 2nd Edition. Orland: The Dryden Press.

Howe, W.S. (1992), *Retail Mangement*, Basingstoke: Macmillian.

Omar, O. (1999), *Retail Marketing*, London: Financial Times / Pitman.

McDonald, M and Tideman, C. (1997), *Retail Marketing Plans*, Oxford: Butterwork/Heinemann.

Markham, J.E. (1998), *The Future of Shopping*, Oxford: Macmillian

Murphy, J.M. (1992), *Branding: A Key Marketing Tool*, 2nd Edition. Basingstoke: Macmillian

Randall, G. (1991), *Marketing to the Retail Trade*, Oxford: Butterworth-Heinemann.

Reynolds, J . and Cuthbertson, C. (2004), *Retail Strategy*, Butterworth-Heinemann

Samli, A. (1989), *Retail Marketing Strategy: Planning, Implementation and Control*, New York: Quorum Books.

Varley, R. (2006) *Retail product management: buying and merchandising*, London: Routledge

Wileman, A. and Jary, M. (1998), *Retail Power Plays: from Trading to Brand Leaders*, Oxford: Macmillian.

Journals

Journal of Retailing

The International Journal of Retail, Distribution and Consumer Research

International Journal of Retail and Distribution Management

The Service Industries Journal

The Journal of Brand Management

Journal of Product and Brand Management

Journal of Strategic Marketing

Journal of International Consumer Marketing

Journal of Segmentation in Marketing

Pricing Strategy & Practice: An International Journal

Journal of Euro-Marketing

APPENDIX A - ORAL GROUP PRESENTATION ASSESSMENT

Project name:

Team Members:

GRADE:

/100

Content: (50%)

Situational Analysis	/10
Consistency and Clarity of message	/10
Retail Plan	/10
Creativity	/10
Conclusions & Recommendations	/10
TOTAL	/50

Presentation skills: (50%)

Graphics/Visual aids	/20
Pace, structure and timing	/10
Delivery (eye contact, movement, voice)	/10
Conviction	/10
TOTAL	/50

APPENDIX B- INDIVIDUAL ASSESSMENT

Project name:

Team Member:

GRADE:

/100

Content: (70%)

Appropriateness of technique	/10
General quality :	/10
Consistency and clarity of message	/20
Creativity and originality	/30
TOTAL	/70

Written Presentation (30%)

Style, grammar, writing skills, format, images and overall impression and presentation

TOTAL /30