

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 4430-3
Retail Management (3,0,0)**

Calendar Description

Students develop an in-depth understanding of retail and services management as well as non-store retailing. Topics include defining retail, retail customer behaviour, retail location decisions, merchandising, design and layout, retail pricing, promotion, understanding employees, customer loyalty, and international retailing decisions.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Describe the different types of retailers and the current state of retail in Canada.
2. Discuss customer behaviour and its affect retail strategy decisions.
3. Recognize the influence that location has on retailing.
4. Explore the types of merchandising decisions that must be made by retailers.
5. Understand the importance of store design and layout in retail strategies.
6. Examine the approaches to retail pricing.
7. Describe current retail promotion efforts and strategies.
8. Assess approaches to the treatment of retail employees.
9. Discuss customer loyalty and strategies to influence loyalty.
10. Analyze various successes and failures in international retailing.

Prerequisites

MKGT 2430 or MKTG 3430

Texts/Materials

Levy, M., Weitz, B., Beattie, S. and Watson D, Retailing Management, 3rd Edition, McGraw-Hill, 2011.

Student Evaluation

Term test(s) and quizzes	25-50%
Final exam or project	20-30%
Assignments	25-50%

Course Topics

1. Introduction to Retail
 - Retail in Canada
 - Defining retail
 - Dimensions of retail
 - Types of retailers
2. Customer Behaviour
 - Understanding customers
 - Retail segmentation
 - Consumer profiles
3. Retail Locations
 - Defining location
 - Importance of location
 - Factors affecting location
4. Merchandise
 - Fashion
 - Offerings
5. Design and Layout
 - Importance of store image
 - Objective of store design
6. Retail Pricing
 - Key pricing strategies
 - The future of pricing
 - Ethical pricing issues
7. Promoting the Store
 - Key dimensions of promotion
 - Retail branding
 - The importance of image
 - Enhancing promotion strategies
8. Retail Employees
 - Employees and service
 - Store management
 - Employee commitment
9. Customer Loyalty
 - Defining loyalty

- Increasing loyalty

10. International Retailing

- The Canadian perspective
- Global opportunities
- Factors influencing success

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional