



## Course Outline

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Marketing and International Business  
School of Business & Economics  
MKTG 4430 - **3.00** - Academic

Retail Management

## Rationale

Annual update to standard course outlines in SOBE

Changes made to course description and requisites

## Calendar Description

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

## Credits/Hours

**Course Has Variable Hours:** No

**Credits:** 3.00

**Lecture Hours:** 3.00

**Seminar Hours:** 0

**Lab Hours:** 0

**Other Hours:** 0

*Clarify:*

**Total Hours:** 3.00

**Delivery Methods:** (Face to Face)

**Impact on Courses/Programs/Departments:** No change

**Repeat Types:** A - Once for credit (default)

**Grading Methods:** (S - Academic, Career Tech, UPrep)

## Educational Objectives/Outcomes

1. Describe the different types of retailers and the current state of retail in Canada.
2. Explain 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. Illustrate the importance of store design and layout in retail strategies.
6. Examine the approaches to retail pricing.
7. Critique 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

MKTG 2430-Introduction to Marketing or equivalent with a minimum C-

## Co-Requisites

## Recommended Requisites

## Exclusion Requisites

BBUS 4430-Retail Management

BBUS 4431-Retail Marketing

MKTG 4431-Retail Marketing

## Texts/Materials

### Textbooks

1. **Required** Levy, M., Weitz, B., Beattie, S. and Watson D. *Retailing Management*, 4th ed. McGraw-Hill, 2014

## Student Evaluation

The Course grade is based on the following course evaluations.

**Mid-terms 0-30%**

**Quizzes 0-10%**

**Participation/attendance 0-10%**

**Case studies/projects/assignments/simulation 20-30%**

**Final exam 20-40%**

**Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.**

## 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 Location Decisions

- Defining location
- Importance of location
- Factors affecting location

## 4. Merchandising

- 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. Promotion

- 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

### **Last Action Taken**

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20