

<b>Module Title:</b>	Introduction to Retail Management	<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Module code:</b>	BUS443	<b>Is this a new module?</b> Yes	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre:</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>Trimester(s) in which to be offered:</b>	2	<b>With effect from:</b>	September 17
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<b>School:</b>	North Wales Business School	<b>Module Leader:</b>	Claire Blanchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Retail Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
N/A

Office use only

Initial approval February 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

**Module Aims**

The module aims to develop an understanding of retailing focusing on the history of retailing and its current developments.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Have an awareness of current retail marketing issues from a UK European and Global perspective	KS1	
		KS2	
		KS3	
2	Understand the origins and historical context of retailing	KS8	
		KS4	
		KS5	
3	To define retail, consider it from different perspectives, demonstrate its impact, and note its special characteristics	KS9	
		KS7	
		KS8	
4	To demonstrate why the retail concept is the foundation of a successful business, with the emphasis on the total retail experience, customer service and relationship retailing	KS10	
		KS6	

Transferable/key skills and other attributes

The generic skills developed include interpersonal skills development from seminar presentations and discussions from a practical perspective based on live case study analysis.

**Derogations**

N/A

**Assessment:**

Assignment 1 - an individual research report on a current retail issue (1500 word equivalent)

Assignment 2 - a group report and presentation on a current retail issue (1500 word equivalent)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	40		1500
2	3,4	Report / presentation	60		1500

**Learning and Teaching Strategies:**

This module will be delivered using a combination of lead lectures, group tutorials, student led discussion, practical exercises, directed and self-directed study.

**Syllabus outline:**

- 1). An overview of retail management
- 2). Situation analysis
- 3). Targeting customers and gathering information
- 4). Choosing a store location
- 5). Managing a retail business
- 6). Merchandise management
- 7). Communicating with the customer
- 8). Operations Management
- 9). Pricing in retailing
- 10). Promotional strategy
- 11). The future of retailing

**Bibliography:**

**Essential reading**

Barman, R.B. Evans, J.R (2012) Retail Management, Pearson

**Other indicative reading**

Cox & Brittain (2004) Retailing: An Introduction, 5th ed FT Prentice Hall, UK

Dunne PM, Lusch RF and Griffith DA (2010) Introduction to Retailing, 7th ed Thomson Learning USA

Goworek, H and McGoldrick, P.(2015) Retail Marketing Management: Principles and Practice Pearson

European Journal of Marketing  
International journal of research in marketing