

MODULE SPECIFICATION PROFORMA

Module Title:	Merchandise Management	Level:	5	Credit Value:	20
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Module code:	BUS573	Is this a new module?	YES	Code of module being replaced:	N/A
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Cost Centre:	GAMG	JACS3 code:	N211
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Trimester(s) in which to be offered:	2	With effect from:	September 17
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School:	Business	Module Leader:	Claire Blanchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

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

Pre-requisites
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

This module aims to enable students to evaluate the role and nature of the buying and merchandising management process among retail organisations and explain how merchandise decisions are made. In particular, a customer-centred approach to buying and merchandise management will be emphasised, thereby contextualising the product management process within the wider marketing strategies of retail companies. Strategic, tactical and operational issues will be stressed with respect to relationship and transaction management between retailer and their supply chain partners, i.e. suppliers and consumers.

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

At the end of this module, students will be able to		Key Skills	
1	Recognise the breadth and complexity of buying and merchandise management within retail organisations.	KS1	
		KS2	
		KS3	
2	Understand the role of negotiations, pricing, visual merchandising and (supplier as well as customer) relationship management with the retail product management processes.		
3	Assess the importance of relationships, both inside and outside the retailer, that are critical to successful buying and merchandise management.		
		KS4	
4		KS5	
		KS6	

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	Apply the principles and practice of retail buying and merchandising to a group project and demonstrate the ability to present this in a report.		
5	Identify the relevance of forecasting, range planning and market forces on buying.	KS7	
		KS6	
6	Evaluate the relevance of sourcing and supply chain management and distribution on the retail industry.	KS8	
		KS9	
		KS10	
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:

The assessment strategy is designed to: i) provide students with a practical opportunity to apply theoretical concepts of retail buying and merchandising; ii) demonstrate their theoretical and practical understanding associated with product management strategies and tactics.

Thus, the summative assessment for this module consists of two components:

An individual research report on a contemporary merchandise management issue.

A group presentation and report relating to merchandising.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Report	40		2000
2	4,5,6	Report / presentation	60		2000

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). The role of buying and merchandise management in retailing,
- 2). Exploring buying and merchandise management across different types of retail organisations,
- 3). What to buy and how much to buy,
- 4). Merchandise sourcing and timing the purchase,
- 5). Purchasing in domestic and foreign markets,
- 6). Allocating retail space to products,
- 7). Visual merchandising,
- 8). Advertising and communication of the merchandise,
- 9). Evaluating product performance,
- 10). Supply chain partnering

Bibliography:
Essential reading
BRANNON, E.L., 2015. <i>Fashion forecasting</i> . 3rd ed. New York: Fairchild.
Other indicative reading
GOWOREK, H., 2007. <i>Fashion buying</i> . Oxford: Blackwell. JACKSON,T.and SHAW,D.,2001. <i>Fashion Buying and Merchandising Management</i> . London: MacMillan LEVY,M and WEITZ,B., 2013. <i>Retailing Management</i> . Boston: Irwin McGrawHill Journal of Fashion Marketing and Management