

MODULE DESCRIPTOR

MODULE TITLE	Contemporary Retail Marketing		
MODULE CODE	MK3106 (L6)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to equip students with an in-depth knowledge and understanding of the theory and practice of Retail Marketing. In addition, it aims to provide students with a thorough knowledge and understanding of the theory and practice of the complementary area of logistics, in its role of ensuring product availability to the end-consumer. This module evaluates contemporary retail marketing developments shaping the industry. It discusses the changing contemporary issues in the retail environment.

MODULE CONTENT

INDICATIVE CONTENT:

Introduction to Retail Marketing: Types of retailing, the evolution of Retail Marketing, retail institutional change, the structure of retailing in the UK.

Consumer Behaviour: Theories of consumer behaviour, the consumer buying decision process.

The Retail Marketing Mix: Retailing as a product, retail brand management, merchandise management, retail service provision, major store types, the selling environment, retail pricing, retail promotional tools, store image, store loyalty management, retail location.

Applications of IT to Retail Marketing: Data capture at the point of sale, electronic retailing.

Ethics in Retailing: Corporate social responsibility, product safety, green issues, grey imports.

International Retailing: Motives and reasons for retail internationalisation, international market entry strategies, positioning and store image.

Contemporary Retail Marketing: To enhance student appreciation of the ever-changing retail environment and how contemporary developments help influence Retail Marketing.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Discuss with confidence the multi-faceted role performed by retailers in bringing together production and consumption.
2. Explain and analyse critically the main set of Retail Marketing principles.
3. Systematically apply Retail Marketing concepts to the practice of retail organisations in the UK and elsewhere in the world, draw conclusions and generate alternative courses of action.
4. Identify and analyse current trends within Retail Marketing and discuss the implications for retail organisations and consumers.
5. Relate current developments to future retail strategies.

TEACHING METHODS

The teaching and learning strategy involve a comprehensive lecture programme, supported by recommended reading. In addition, student centred seminars will provide the opportunity for applied study of analysis, choice and implementation within the marketing management process.

The main vehicle for seminar activity will be case study material. Such activity will draw upon a number of skills, e.g. analytical presentation and role play.

Students will get the opportunity to present their ideas in interactive seminar on key international marketing management areas such as: How to internationalise and market entry strategy

Students will be guided weekly on where to obtain relevant sources of information in order to develop the enquiry skills required in industry.

Throughout the module a number of educational DVD's, mini case studies and critical discussion questions will be adopted to facilitate the learning process. Students will also be encouraged to present key findings linked to assessment so that useful feedback can be provided in an attempt to maximise student assessment performance.

This module will help student employability in giving them an in depth understanding of contemporary retailing marketing

This module will be develop the following graduate attributes:

The ability to work as a team.

Development of presentational skills.

A deep understanding of a sector that is a key recruiter for graduates.

ASSESSMENT METHODS

This module is assessed through an Individual Essay (80%) and a Group presentation (20%).