


**Form:  
Course Syllabus**

<b>Form Number</b>	EXC-01-02-02A
<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
<b>Number and Date of Revision or Modification</b>	2023/10/15
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<b>The Date of the Deans Council Approval Decision</b>	2024/1/23
<b>Number of Pages</b>	06

<b>1.</b>	<b>Course Title</b>	Retail management
<b>2.</b>	<b>Course Number</b>	1604229
<b>3.</b>	<b>Credit Hours (Theory, Practical)</b>	3
<b>3.</b>	<b>Contact Hours (Theory, Practical)</b>	3
<b>4.</b>	<b>Prerequisites/ Corequisites</b>	-
<b>5.</b>	<b>Program Title</b>	Bachelor in Marketing
<b>6.</b>	<b>Program Code</b>	04
<b>7.</b>	<b>School/ Center</b>	Business
<b>8.</b>	<b>Department</b>	Marketing
<b>9.</b>	<b>Course Level</b>	3
<b>10.</b>	<b>Year of Study and Semester (s)</b>	1 <sup>st</sup> semester 2025-2026
<b>11.</b>	<b>Program Degree</b>	Undergraduate
<b>12.</b>	<b>Other Department(s) Involved in Teaching the Course</b>	-
<b>13.</b>	<b>Learning Language</b>	English
<b>14.</b>	<b>Learning Types</b>	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
<b>15.</b>	<b>Online Platforms(s)</b>	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
<b>16</b>	<b>Issuing Date</b>	
<b>17.</b>	<b>Revision Date</b>	

**18. Course Coordinator:**

Name: Dr Samer Hamadneh	Contact hours: Sun, Tue and Th 11:30-12:30
Office number:	Phone number:
Email: s.hamadneh@ju.edu.jo	



### 19. Other Instructors:

Name: N/A

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

### 20. Course Description:

This course will enable students to develop decision-making skills related to retailing. Topics covered in this module include the definition of retailing, types of retail establishments, multichannel and omnichannel retailing, and designing a retail strategy. Other areas of focus include location planning, merchandise planning, store layout, product line and resource determination, promotional strategies, and customer service in retail

### 21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1. Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



2. Describe the theories and concepts in the field of digital Marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5. Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8. Work effectively within teams to accomplish marketing projects	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyze	Evaluate	Creat	



Understand the role of retailing in our global marketplace	*	*	*				*
Develop entrepreneurial skills through creation of a unique store format	*	*	*	*	*		*
Discuss sustainability and ethics issues pertaining to retailers	*	*	*	*	*		*
To develop knowledge of contemporary retail management issues at the strategic level		*	*	*	*		*
Investigate the development store image through the communication with the consumer					*	*	

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:**

PLO's	1	2	3	4	5	6	Descriptors**
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* CLO's							A	B	C
1	*		*						*
2	*		*						*
3	*	*	*	*	*	*		*	*
4	*	*	*	*	*	*		*	*
5	*		*	*	*	*			*
6	*			*	*				*
7	*	*	*	*	*			*	*
8	*	*						*	*

\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

#### 24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Introduction to the World of Retailing	1	F2f	e-learning	Syn	exam	Text book
	1.2	Introduction to the World of Retailing	1	F2f	e-learning	Syn		
	1.3	Introduction to the World of Retailing	1	F2f	e-learning	Syn		



2	2.1	Types of Retailers	2	F2f	e-learning	Syn	exam	Text book
	2.2	Types of Retailers	2	F2f	e-learning	Syn	exam	Text book
	2.3	Types of Retailers	2	F2f	e-learning	Syn	exam	Text book
3	3.1	Multichannel Retailing	2	F2f	e-learning	Syn	exam	Text book
	3.2		2		e-learning	Syn	exam	Text book
	3.3	Customer Buying Behavior	2+3	F2f	e-learning	Syn	exam	Text book
4	4.1	Customer Buying Behavior	2+3	F2f	e-learning	Syn	exam	Text book
	4.2		2+3		e-learning	Syn	exam	Text book
	4.3	Retail Market Strategy	4	F2f	e-learning	Syn	exam	Text book
5	5.1	Retail Market Strategy	4	F2f	e-learning	Syn	exam	Text book
	5.2	Retail Market Strategy	4	F2f	e-learning	Syn	exam	Text book
	5.3	Retail Market Strategy	4	F2f	e-learning	Syn	exam	Text book
6	6.1	Retail Locations	4	F2f	e-learning	Syn	exam	Text book
	6.2	Retail Locations	4	F2f	e-learning	Syn	exam	Text book
	6.3	Retail Site Locations	4	F2f	e-learning	Syn	exam	Text book
7	7.1	Retail Site Locations	4	F2f	e-learning	Syn	exam	Text book
	7.2	Retail Site Locations	4	F2f	e-learning	Syn	exam	Text book



	7.3	Human Resource Management	4					
8	8.1 8.2 8.3	Midterm Exam						
9	9.1 9.2 9.3	Customer Relationship Management Customer Relationship Management Customer Relationship Management	4 4 4	F2f F2f F2f	e-learnin g e-learnin g e-learnin g	Sy n n n	exa m m m	Text book Text book Text book
10	10.1 10.2 10.3	Managing the Merchandise Planning Process Managing the Merchandise Planning Process Managing the Merchandise Planning Process	4 4 4	F2f F2f F2f	e-learnin g e-learnin g e-learnin g	Sy n n n	exa m m m	Text book Text book Text book
11	11.1 11.2 11.3	Managing the Merchandise Planning Process Buying Merchandise Buying Merchandise	4 4 4	F2f F2f F2f	e-learnin g e-learnin g e-learnin g	Sy n n n	exa m m m	Text book Text book Text book
12	12.1 12.2 12.3	Buying Merchandise Retail Communication Mix Retail Communication Mix	4 4 4	F2f F2f F2f	e-learnin g e-learnin g e-learnin g	Sy n n n	exa m m m	Text book Text book Text book
13	13.1	Retail Communication Mix	4	F2f	e-learnin g	Sy n	exa m	Text book



	13.2	Managing the Store	4	F2f	e-learning	Syn	exam	Text book
	13.3	Managing the Store	4	F2f	e-learning	Syn	exam	Text book
14	14.1	Store Layout, Design, and Visual Merchandising	5	F2f	e-learning	Syn	exam	Text book
	14.2	Store Layout, Design, and Visual Merchandising	5	F2f	e-learning	Syn	exam	Text book
	14.3	Store Layout, Design, and Visual Merchandising	5	F2f	e-learning	Syn	exam	Text book
15	15.1	Customer Service	5	F2f	e-learning	Syn	exam	Text book
	15.2	Customer Service	5	F2f	e-learning	Syn	exam	Text book
	15.3	Customer Service	5	F2f	e-learning	Syn	exam	Text book

## 25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.				
		1	2	3	4
First Exam	30				
Second Exam –If any	15				
Final Exam	50				
**Class work	5				
Projects/reports					
Research working papers					
Field visits					
Practical and clinical					
Performance Completion file					



Presentation/ exhibition					
Any other approved works					
Total 100%					

\* According to the instructions for granting a Bachelor's degree.

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

#### Mid-term exam specifications table\*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	4	2	1	10	100	100	10%	1

#### Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										1
										2
										3
										4
										5

#### 26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):



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**27. Course Policies:**

- A- Attendance policies: As per university rules and regulations
- B- Absences from exams and submitting assignments on time:
- C- Health and safety procedures:
- D- Honesty policy regarding cheating, plagiarism, misbehavior:
- E- Grading policy: Based on KEY Answer
- F- Available university services that support achievement in the course:

**28. References:**

- A- Required book(s), assigned reading and audio-visuals:  
A- Required book(s), assigned reading and audio-visuals:  
Retailing Management, 11th Edition  
By Michael Levy, Barton Weitz and Dhruv Grewal
- B- Recommended books, materials, and media:  
Other assigned readings and online materials that will be shared with you during the term (Please note that these materials are also included in the exams).

**29. Additional information:**

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Name of the Instructor or the Course  
Coordinator:  
... Dr Samer Hamadneh

Signature:  
.....  
...

Date:  
...8/11/2025.....  
...



Name of the Head of Quality Assurance Committee/ Department

Signature:

Date:

Name of the Head of Department

Signature:

Date:

Name of the Head of Quality Assurance Committee/ School or Center

Signature:

Date:

Name of the Dean or the Director

...  
Signature:

Date: