Course Syllabus

1.	**DepartmentName:**	**Marketing**
2.	**Program Name:**	Bachelor of Marketing
3.	**Program Code**	04
4.	**Course Code and Title:**	1604346 Retailing
5.	**Course credits:**	3 Hours
6.	**Pre-requisites:**	-
7.	**Course Instructor/ Coordinator Name, Email and Office hours**	
8.	**Course web-page:**	There is no web
9.	**Academic year:**	2019-2020
10.	**Semester:**	**First** ✓ **Second** **Summer**

11. *Textbook(s) (Make sure you have one textbook – resource materials online)*

Retailing for Michael levy, barton weitz, 8th edition

12. References: *(Make sure that the references are available in the Library and online)*

13. Other resources used *(e.g. periodicals, software, eLearning, site visits, etc.):*
Library resources, a number of selected websites related to the selling and sales management topic, You Tube Videos.

14. Course description (from the catalog)

This course will enable students to develop decision making skills related to retailing. Topics may include retail strategy, location planning ,merchandise planning, store layout, product line and resource determination, promotional strategies, and customer service

15. Course Intended Learning Outcomes:*(All CILOs must start with an action verb, please use ANNEX I for getting a better understanding of the Action Verbs and Blooms Taxonomy. The mapping of the CILOs with relevance to the PILOs of the program.)*

CILOs (Preferred not to exceed 12 CILOs)	Mapping to PILOs										
	a	b	c	d	e	f	g	h	i	J	k
1. Understand the	✕										

role of retailing in our global marketplace											
2. **Develop entrepreneurial skills through creation of a unique store format**								✗			
3. **Discuss sustainability and ethics issues pertaining to retailers**					✗						
4. **to devolop knowledge of** *contemporary retail management issues at the strategic level*			✗								
5. to descript and analysis the relation works					✗						
6. *investigate the development store image through the communication with the consumer*								✗			

16. Course evaluation: (Formative and summative assessment methods are expected)				
Assessment	*Details/ Explanation of*	*Number*	*Weight*	*Date(s)*

Type	Assessment in relation to CILOs			
Quizzes	**The quiz examines one of the Service Encounter stage and should measure CILO #1+2**			
Midterms	The midterm exam examines the CILOs #1 and #2	1	30 %	
Assignments	-	-	%	
Projects/Case Studies	The project should reflect all CILOs that the student should have acquired by working through this course. The project will be assessed as follows: - The idea/ originality = 5 Marks - The content = 10Marks - The presentation = 5 Marks	1	20%	
Final	The midterm exam examines the CILOs #1 and #2	1	50%	
Total			100%	

17. **Description of Topics Covered**(The description should be from the textbook used)	
Topic Title **(e.g. chapter title)**	*Description*
Introduction to the World of Retailing	Chapter 1 describes the functions retailers perform and the variety of decisions they make to satisfy customers' needs.
Types of Retailers	Chapter 2 describes the different types of food, merchandise, and services retailers; the channels through which they offer products to their customers; and their ownership structures.
Retail Market Strategy	Chapter 5 describes the development of a retail market strategy.
Retail Locations	Chapters 7 and 8 discuss the location strategy for

Retail SiteLocation	retail outlets.
Human Resource Management	Chapter 9 looks at the firm's organization and human resource strategies.
Information Systems and Supply Chain Management	Chapter 10 examines systems used to control the flow of information and merchandise.
Retail Communication Mix	Chapter 15 looks at the approaches that retailers take to build their brand image and communicate with their customers.
Store Layout, Design, and Visual Merchandising	
Customer Service	
Managing the Merchandise Planning Process	Chapter 12 provides an overview of how retailers manage their merchandise inventory—how they organize the merchandise planning process, evaluate their performance, forecast sales, establish an assortment plan, determine the appropriate service levels, allocate merchandise to stores, and monitor the performance of the merchandise inventory control activities.

18. *Course Weekly Breakdown:*					
Week	*Date*	*Topics covered*	*CILOs*	*Teaching Method*	Assessment
1		*Chapter 1*	*1*	*Examples and discussion lecturing*	
2		*Chapter 1*	*2*	*Examples and discussion lecturing*	
3		*Chapter 2*	*3*	*Examples and discussion lecturing*	
4		*Chapter 5*	*4*	*Examples and discussion lecturing*	
5		*Chapter 5*	*1*	*Examples and discussion lecturing*	
6		*Chapter 7*	*3*	*Examples and discussion lecturing*	
7		*Chapter 7*	*4*	*Examples and discussion*	

				lecturing	
8		*Chapter 8*	*5*	*Examples and discussion lecturing*	
9		*Chapter 9*	*7*	*Examples and discussion lecturing*	
10		*Chapter 10*	*2*	*Examples and discussion lecturing*	
11		*Chapter 15*	*7*	*Examples and discussion lecturing*	
12		*Chapter 15*	*5*	*Examples and discussion lecturing*	
13		*Chapter 17*	*5*	*Examples and discussion lecturing*	
14		*Chapter 18*	*7*	*Examples and discussion lecturing*	
15		*Chapter 12*	*7*	*Examples and discussion lecturing*	
16		*Final examination week*			

19. _Others:_	
	Description
Attendance policies:	Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.
Absences from exams and handing in assignments on time:	- The exams are paper-based and exams time will be assigned in advance of exams time. - A project is required for this course. - Students will be required to submit 3 assignments. - No make-up exam could be held if they student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

Health and safety procedures:	N/A
Honesty policy regarding cheating, plagiarism, misbehavior:	- Any inappropriate behaviour will not be tolerated and student will face consequences based on the University disciplinary rules. - Students are kindly requested to keep their mobiles on silent mood during the lecture. Any disturbance caused by mobile phones will not be tolerated and mobile owner will be requested to leave the class.

Course Coordinator:		
Head of Department:		
Head of curriculum committee/ School Level:		
Dean:		
Approved by the Program Coordinator/ Head of the Department on:		

Copy to:
☐ **Head of Department**
☐ **Assistant dean for Development and Quality Assurance**
☐ **Course Portfolio**