

## 705-357 Shopping and Retail Planning

<b>Credit Points:</b>	12.500
<b>Level:</b>	Undergraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 24 one-hour lectures and 12 one hour tutorials during the semester Total Time Commitment: Not available
<b>Prerequisites:</b>	705-219 Planning and Development Management or equivalent.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Coordinator:</b>	Mr Nigel Flannigan
<b>Subject Overview:</b>	<p>This subject is about planning a system for the distribution of goods and services within urban areas. The shopping and retailing system is analysed from both the demand side (shopping) and the supply side (retailing). Analyses are made of the interplay between private sector developers and public sector planners for the provision of shopping and retailing opportunities in urban centres. It covers the theory, practice and techniques for the planning of shopping facilities. Comparisons are made between the Australian, UK and North American contexts. Appropriate survey and analytical techniques are introduced including retail distribution, market analysis, forecasting demand for goods and services using the Australian Bureau of Statistics household expenditure survey, psychographic market segmentation and translation of consumer demand into floor space needs and provision. Consumer trends and government policies are analysed. Topics include the microeconomic order in shopping districts and centres, the development of corporate shopping centres and the revitalization of traditional shopping streets.</p> <p>On completion of the subject students should be able to:</p> <ul style="list-style-type: none"> <li># Define the probable trade area of a shopping destination.</li> <li># Determine the likely demand for goods and services of a trade area.</li> <li># Analyse the potential retail expenditure of a defined population.</li> <li># Assess the business mix and the amount of retail floorspace (by retail segment) able to be sustained in a shopping destination.</li> <li># Devise public policies and programs to achieve an appropriate amount and spatial structure of shopping destinations across an urban area.</li> <li># Analyse and plan the internal structure of individual shopping destinations.</li> </ul>

<b>Assessment:</b>	A maximum of two tutorial papers and a planning project equivalent to not more than 3000 words in total (60%), plus a two-hour examination(40%).
<b>Prescribed Texts:</b>	Information Not Available
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	On completion of the subject students should have developed skills in research, critical analysis and writing and some experience with group work.
<b>Related Course(s):</b>	Bachelor of Arts Bachelor of Urban Planning and Development