

# MKTG30006 Retail Management

<b>Credit Points:</b>	12.50
<b>Level:</b>	3 (Undergraduate)
<b>Dates &amp; Locations:</b>	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 1 x 2 hour lecture and 1 x 1 hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
<b>Prerequisites:</b>	<b>MKTG10001 Principles of Marketing</b> ( <a href="http://handbook.unimelb.edu.au/view/current/MKTG10001">../view/current/MKTG10001</a> ) .
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	<a href="mailto:mphipps@unimelb.edu.au">mphipps@unimelb.edu.au</a> ( <a href="mailto:commerce-courseadvice@unimelb.edu.au">mailto:commerce-courseadvice@unimelb.edu.au</a> )
<b>Subject Overview:</b>	Retail Management examines one of the most important sectors in contemporary industrial nations. The course provides an overview of retailing from a marketing and managerial perspective and examines the development, trends and characteristics of the retail industry from a local and international standpoint. Specific topics include: the retailing world, retail strategy, merchandise management, experiential retailing and multi-channel retailing.
<b>Objectives:</b>	On successful completion of Retail Management, students should be able to: <ul style="list-style-type: none"> <li>• Explain the importance of retailing for implementing marketing strategies, building brand equity and shareholder value</li> <li>• Analyse retail management principles, theories and models</li> <li>• Evaluate the retail mix-including product and merchandise mix, pricing, location and store-design, promotions, and store management-to improve customer satisfaction and financial growth</li> <li>• Analyse retail problems and be capable of applying models and theories to generate strategic and tactical solutions</li> <li>• Analyse how retail managers can make informed strategic choices in relation to managing channel partners, retail form (online vs. bricks and mortar), global sourcing, and managing staff to improve strategic outcomes.</li> </ul>
<b>Assessment:</b>	A 2-hour end-of-semester examination (50%) and assignment(s) totalling not more than 5000 words (50%) due in weeks 5 and 12.
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> <li># <b>Bachelor of Arts</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ARTS">https://handbook.unimelb.edu.au/view/2012/B-ARTS</a>)</li> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-BMED">https://handbook.unimelb.edu.au/view/2012/B-BMED</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ENVS">https://handbook.unimelb.edu.au/view/2012/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-MUS">https://handbook.unimelb.edu.au/view/2012/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-SCI">https://handbook.unimelb.edu.au/view/2012/B-SCI</a>)</li> </ul>

	<p># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ENG">https://handbook.unimelb.edu.au/view/2012/B-ENG</a>)</p> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<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>	<p># High level of development: oral communication; written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; receptiveness to alternative ideas.</p> <p># Moderate level of development: use of computer software; accessing data and other information from a range of sources.</p> <p># Some level of development: statistical reasoning; synthesis of data and other information; evaluation of data and other information.</p>