

## 325-327 Retail Management

|  |   |
|--|---|
| <b>Credit Points:</b>                    | 12.50   |
| <b>Level:</b>                            | 3 (Undergraduate)   |
| <b>Dates &amp; Locations:</b>            | 2009,<br>This subject commences in the following study period/s:<br>Semester 2, - Taught on campus.   |
| <b>Time Commitment:</b>                  | Contact Hours: Two 1-hour lectures and one 1-hour tutorial per week Total Time Commitment: 1 x 2-hour lecture and 1 x 1-hour tutorial   |
| <b>Prerequisites:</b>                    | <b><u>325-104 Principles of Marketing (/view/2009/325-104)</u></b> .  |
| <b>Corequisites:</b>                     | -   |
| <b>Recommended Background Knowledge:</b> | -   |
| <b>Non Allowed Subjects:</b>             | -   |
| <b>Core Participation Requirements:</b>  | -   |
| <b>Coordinator:</b>                      | Dr Jeremy John Apsey  |
| <b>Contact:</b>                          | -   |
| <b>Subject Overview:</b>                 | The subject examines one of the most important sectors, in terms both of sales and employment, in contemporary industrial nations. It provides an overview of retailing from a marketing and managerial perspective. It examines the development of retailing and the characteristics of the retail industry in a variety of countries. It also examines the internationalisation of retailing and considers emerging trends. Specific topics include: merchandising planning, control and distribution; pricing of retail merchandise; selling and sales promotion; store location, layout and presentation; the analysis and evaluation of retail strategies; buying for different retail markets; consumers and the shopping experience; lifestyle merchandising; the influence of developing technologies on the merchandise planning process (including databases and electronic data input); customer relationship management in retail organisations; the supply chain and the buying process.   |
| <b>Objectives:</b>                       | -   |
| <b>Assessment:</b>                       | A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).  |
| <b>Prescribed Texts:</b>                 | Berman and Evans, Retail Management: A Strategic Approach. (9th edn), Prentice Hall, 2004.  |
| <b>Breadth Options:</b>                  | This subject potentially can be taken as a breadth subject component for the following courses:<br># <b>Bachelor of Arts</b> ( <a href="https://handbook.unimelb.edu.au/view/2009/D09">https://handbook.unimelb.edu.au/view/2009/D09</a> )<br># <b>Bachelor of Biomedicine</b> ( <a href="https://handbook.unimelb.edu.au/view/2009/J07">https://handbook.unimelb.edu.au/view/2009/J07</a> )<br># <b>Bachelor of Environments</b> ( <a href="https://handbook.unimelb.edu.au/view/2009/A04">https://handbook.unimelb.edu.au/view/2009/A04</a> )<br># <b>Bachelor of Music</b> ( <a href="https://handbook.unimelb.edu.au/view/2009/M05">https://handbook.unimelb.edu.au/view/2009/M05</a> )<br># <b>Bachelor of Science</b> ( <a href="https://handbook.unimelb.edu.au/view/2009/R01">https://handbook.unimelb.edu.au/view/2009/R01</a> )<br># <b>Bachelor of Engineering</b> ( <a href="https://handbook.unimelb.edu.au/view/2009/355-AA">https://handbook.unimelb.edu.au/view/2009/355-AA</a> )<br><br>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. |
| <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>   |

**Generic Skills:**

- # 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.
- # Moderate level of development: use of computer software; accessing data and other information from a range of sources.
- # Some level of development: statistical reasoning; synthesis of data and other information; evaluation of data and other information.