

## 325-632 Retail Management

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2009.
<b>Time Commitment:</b>	Contact Hours: One 3-hour seminar per week (Not offered in 2009). Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<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; <p>&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> </p>
<b>Subject Overview:</b>	<p>Retailing is fundamental to the marketing mix. Retail stores are all around us, and provide marketers with a means to attract and retain customers, and build brand value. Retail Management examines the strategic issues relating to retailing management as well as tactical issues. Subjects covered include choosing store locations, experiential retailing, online retailing, building the value chain and managing customer and supplier relationships, personnel selling, category management, retail branding and flagship stores, global retailing strategies, merchandise management, and managing channel conflict. Theoretical discussions will be complemented with practical cases of local and global retail stores (including large chains and small, specialist stores).</p>
<b>Objectives:</b>	<p>This subject provides an introduction to the fundamental concepts and principles of retail management. For managers, this involves examining both strategic and tactical issues in retailing in order to build supplier and customer relationships and strong retail brands as a means of enhancing competitive advantage.</p> <p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Appreciate the importance of retailing and distribution for implementing marketing strategies and building customer based brand equity and shareholder value;</li> <li># Understand retail and distribution management principles, theories and models;</li> <li># Analyse retail and distribution based problems and be capable of applying relevant models/theories to generate appropriate strategic and tactical solutions;</li> <li># Apply concepts and principles of relationship management to enhance relationship effectiveness with retailers and distributors;</li> <li># Examine critical issues associated with creating exciting in-store environments that enhance customer experiences and reinforce brand position;</li> <li># Understand how retail managers can make informed strategic choices in relation to managing channel partners including channel conflict, retail form (online vs. bricks and mortar), global sourcing, and managing staff and customers across cultures to improve strategic outcomes;</li> <li># Manage the retail marketing mix including product and merchandise mix, pricing, location and store-design, and promotions (including sales staff) to improve customer satisfaction and financial growth.</li> </ul>
<b>Assessment:</b>	A 2-hour end-of-semester examination (50%) and assignment(s) totalling not more than 5000 words (50%).

<b>Prescribed Texts:</b>	None
<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>	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"><li># Interpretative and analytical skills, which will be fostered through the application of retailing and distribution theories/models to case studies and oral/written assignments;</li><li># Oral and written communication skills, which will be improved through weekly class discussions and written assignments;</li><li># Collaborative learning and teamwork skills, which will be developed through the use of groups in the analysis of case studies and written assignments.</li></ul>
<b>Notes:</b>	Not offered in 2009.