

705-657 Shopping and Retail Planning (Masters)

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2009.
Time Commitment:	Total Time Commitment: Not available
Prerequisites:	Admission to a program within the Melbourne School of Design
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	705-357 (ABPL30022) - Shopping and Retail Planning (UG)
Core Participation Requirements:	<p><p>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.</p> <p><p>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: http://services.unimelb.edu.au/disability</p></p> </p>
Subject Overview:	<p>The subject analyses the interplay between private sector developers and public sector planners in providing for shopping and retailing opportunities in cities. It covers theories, practices and techniques for the planning of shopping facilities. Comparisons are made between Australian, UK and North American contexts.</p> <p>Appropriate survey and analytical methods are introduced, including:</p> <ul style="list-style-type: none"> # Retail distribution # Market analysis # Forecasting demand for goods and services using the Australian Bureau of Statistics household expenditure survey # Psychographic market segmentation # Translating consumer demand into floor space needs and provision <p>Consumer trends and government policies are analysed. Topics include:</p> <ul style="list-style-type: none"> # The microeconomic order in shopping districts and centres # The development of corporate shopping centres # The revitalization of traditional shopping streets
Assessment:	Two tutorial papers totalling 1000 words (20%) A research essay of 4000 words (80%)
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On completion of the subject students should be able to:</p> <ul style="list-style-type: none"> # define the probable trade area of a shopping destination # determine the likely demand for goods and services of a trade area # analyse the potential retail expenditure of a defined population # assess the business mix and the amount of retail floorspace (by retail segment) able to be sustained in a shopping destination

	<ul style="list-style-type: none"># devise public policies and programs to achieve an appropriate amount and spatial structure of shopping destinations across an urban area# analyse and plan the internal structure of individual shopping destinations
Links to further information:	http://www.abp.unimelb.edu.au/environments-and-design-students/melbourne-school-of-design-students.html
Related Course(s):	Master of Urban Planning