

ABPL30022 Shopping and Retail Planning

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	This subject is not offered in 2011.
Time Commitment:	Contact Hours: 48 hours: 1x2 hours of lectures; 1 x 1 hour of lecture; 1x2 hours of tutorials. Total Time Commitment: Not available
Prerequisites:	None specified
Corequisites:	None specified
Recommended Background Knowledge:	None specified
Non Allowed Subjects:	None specified
Core Participation Requirements:	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 of 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: http://www.services.unimelb.edu.au/disability/
Contact:	Environments and Design Student Centre Ground Floor, Baldwin Spencer (building 113) Enquiries Phone: 13 MELB (13 6352) Website: http://www.msd.unimelb.edu.au (http://www.msd.unimelb.edu.au)
Subject Overview:	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.
Objectives:	On completion of the subject students should be able to: <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; # 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.
Assessment:	A maximum of two tutorial papers and a planning project equivalent to not more than 3000 words in total (60%);A two-hour examination (40%).
Prescribed Texts:	None specified

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:	On completion of the subject students should have developed skills in: # research; # critical analysis and writing; # some experience with group work.
Links to further information:	http://www.abp.unimelb.edu.au/current-students/abp-graduate/