

MKTG30006 Retail Management

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	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
Prerequisites:	<u>MKTG10001 Principles of Marketing</u> (../view/current/MKTG10001) .
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
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>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>
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Subject Overview:	Retail Management examines one of the most important and dynamic sectors in contemporary industrial nations. The course provides an overview of retailing from a marketing and managerial perspective and examines the development, characteristics, and frontiers of the retail industry from a local and global perspective. Specific topics include: the retailing landscape, retail stakeholders and responsibilities, retail strategy development, merchandise management, the customer experience and omni-channel retailing.
Learning Outcomes:	<p>On successful completion of Retail Management, students should be able to:</p> <ul style="list-style-type: none"> • Explain the central role of retail in industrialised societies, and the impact of key market/retail trends upon this sector in the local and global contexts. • Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders • Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry • Evaluate the implementation of marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store- design, promotions, and store management - to improve the total customer experience and retailer market competitiveness. • Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions

	<ul style="list-style-type: none"> 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.
Assessment:	A 2-hour end-of-semester examination (50%) An individual assignment totalling no more than 1500 words due between Weeks 5 and 7 (15%) A group assignment totalling not more than 2000 words per student due between Week 10 and 12 (25%) Class participation throughout semester (10%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2016/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2016/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2016/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2016/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2016/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2016/B-ENG) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # 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.