



University of Management and Technology

School of Business and Economics

Course Title: Retail Marketing
Course Code: MK-401
Resource Person: Mr Zeeshan Shaukat
Department: Marketing

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will

foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives

Vision: The world has become a global village. The ever growing competition is stretching every organization's ability to achieve sustainable competitive advantage. Organizations are striving to capture every available opportunity to increase productivity. The intense global competition creates a high need for business managers who are equipped with business knowledge and who are able to keep up with the industry. Bachelor of Business Administration provides the students with all the credentials which are essential to become a good business manager or entrepreneur.

Mission:

UMT, as a provider of business education, aim to produce business graduates who can stand shoulder to shoulder with graduates from the leading Higher Education Institutes within South Asian region. We will achieve our goals by actualizing strategic partnerships with stakeholders including students; their parents; the faculty; corporate employers as well as our employees and the society at large. We will create value for both business and academia by engaging graduates in useful research and consultancy projects. School of Business and Economics has emerged as one of the best schools for business studies in Lahore, Pakistan in a considerably short span of time. We are committed to retain this excellence by offering the best BBA program in the region. All these aims will be fostered by instilling enduring values and global best practices.

Course Objectives

Retailing is the set of business processes that add value to products and services and deliver them to the final consumer. As such, Retailing is quite broad in scope. For example, the scope of retailing would not only encompass business designs selling products such as the neighborhood retailer, the grocery supermarkets, and the catalogue marketer, but also such business activities as selling services such as banking, financial advice and medical care. In some sense retailing's focus on the end-consumer represents the epitome of marketing. Any framework to study retailing requires a balanced view that includes a number of factors including the efficiency of retail operations, impact on and of consumers, nature and degree of competition, suppliers and their incentives, and of course the larger socio-economic context. The course is intended to highlight different strategic as well as tactical considerations that are either unique or of particular importance in the context of retailing management and strategy.

The coverage is not meant to be comprehensive, but meant to highlight the complexity and scope of retail decision making.

Learning Objectives

In this course, the participants will be taken through a process of developing their own understanding of Retail Marketing through theory and practice. It is a highly practice intensified course which requires students dedication at its peak.

- Understand some of the complexities of retail operations.

- Analyse the business environment of different forms of retailers and assess the pros and cons of each.
- Evaluate various strategies and co-ordinate the firm, in choosing between these strategies

Teaching Methodology (List methodologies used –example are given below)

Participants are expected to not only attend all classes but also fully participate in discussions in a meaningful and productive manner. This will only be possible when you come to the class well prepared. The class participation should reflect maturity of ideas, creative zest, and intrusive urge for knowledge and incessant attempts to relate theory with the practice. It is a practice intensified course where time constrained activities will be used frequently. Students are expected to follow the tight deadline, and come through with convincing results.

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- **Be On Time**
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**
TURN OFF YOUR MOBILE PHONE!It is unprofessional to be texting or otherwise.
- **Email Policy**
READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.
- **Class Attendance Policy**
A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.
- **Withdraw Policy**

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.

- **Moodle**

UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to moodle@umt.edu.pk

- **Harassment Policy**

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- **Use of Unfair Means/Honesty Policy**

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Communication of Results**

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code: MK 401

Course title: Retail Marketing

Program	Undergraduate
Credit Hours	3
Duration	15 weeks
Prerequisites (If any)	Principles of Marketing, Marketing Management
Resource Person Name and Email	Mr. Zeeshan Shaukat Zeeshan.shaukat@umt.edu.pk
Counseling Timing (Room# 3N-01)	By appointment through email
Contact no.	

Web Links:- (Face book, Linked In, Google Groups, Other platforms)	
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Chairman/Director Programme signature.....Date.....

Dean's signature.....Date.....

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Mid term exams	15%
Activity	10%
Case	7%
Assignment	10%
Quiz	03%
CP	03%
Project	10%
Presentation	12%
End Term	30%
Total	100 %

Recommended Text Books:

Barry Berman, Joel R. Evans Retail Management A strategic approach. 10th Edition Prentice Hall.

Michael Levy, Barton A. Weitz Retailing Management 6th Edition McGraw- Hill

Week	Topics	Chapter
1	Introduction To the world of retailing	1 Levy
2	Building and sustaining relationships in retailing	2 Berman
3	Types of retailer/ Retail institution by store based strategy mix	2 Levy/ 5 Berman
4	Web non store based and other forms of non traditional retailing	6 Berman
5	Financial Strategy	6 Levy
6	Identifying and understanding consumers	7 Berman
7	Retail site Location	8 Levy
8	MIDTERM	
9	Site Selection /Human Resource Management	10 Berman 9 Levy
10	Information system and supply chain management	10 Levy
11	Developing merchandise plan / Implementing merchandise plan	14/15 Berman
12	Retail pricing / Communicating with customers establishing maintaining a retail image	15 Levy 18 Berman

13	Store Layout design and visual merchandising/ Customer Service	18-19 Levy
14/15	Final Project due Presentation as per allocation	
16	END TERM	