



University of Management and Technology

Course Code:	MK 401
Course Title:	Retail Marketing

Resource Person:	Syed Ali Hussain Bukhari
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Contact Hours:	Tuesday and Friday 10:30 to 4:30
Office Address:	Department of Marketing - HSM
Programme:	Core Course – BBA
Semester:	Fall 2022
Course Pre-requisites:	None
Credit Hours:	3
Course Type:	Core
Venue/Day/Time:	HSB-705 – Wednesday 11:00 to 1:45 pm
Course URL (if any):	

Course Description:

The world of retailing is a complex and exciting one, in which students have always played a part as shoppers. In this course, students get a chance to learn what lies on the other side, as we uncover the challenges and global trends in the industry, as well as tricks-of-the-trade of the retail seller. Students can look forward to learning store and non-store retailing, location and site selection, merchandising, pricing and margin planning, store management, layout and visual merchandising, as well as internal and external promotions. Students will also get an opportunity to apply their learning in the end-of-term project which allows them to propose a novel retail concept.

Course Teaching Methodology:

The course will be taught face to face. Lecturing, case studies and mini projects would be assigned for ensuring participative learning. The teaching pedagogy of this course would be learning by doing, for this students would be given real time problems, case studies and assignments so that students could develop better understanding of the Retail Marketing.

Programme Educational Objectives (POs):

PO-1	Critical Thinking and Decision Making
PO-2	Effective Communication Skills

University of Management and Technology

PO-3	Ethics and Sustainability
PO-4	Core Business Knowledge and Competence
PO-5	Effective Teamwork and Leadership Skills
PO-6	Industry Focus
PO-7	Global Perspective (Internationalization)

Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:		
		Mapping the PLOs with POs
PLO-1	Graduates must be able to use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, make effective decisions and apply appropriate quantitative and qualitative techniques in solving business problems.	PO-1
PLO-2	Graduates must be able to draft effective business documents and prepare and deliver effective oral business presentations using a variety of appropriate technologies.	PO-1, PO-2
PLO-3	Graduates must be able to identify and analyze ethical conflicts and sustainability issues involving different stakeholders in order to develop viable alternatives and make effective decisions relating to business ethics and sustainability.	PO-3, PO-2
PLO-4	Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum	PO-4
PLO-5	Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations	PO-3, PO-5
PLO-6	Graduates must be able to understand the dynamics of local industry and understand business as an integrated system and apply strategic planning tools to coordinate among the functional areas	PO-5, PO-6
PLO-7	Graduates must be able to identify and analyze relevant global factors that influence decision-making and develop viable alternatives and make effective decisions in an international business setting.	PO-7

Course Objectives (COs)	
CO-1	Explain retail marketing concepts covering both the mechanics and management of retailing
CO-2	Learn how to apply relevant retail marketing concepts for prospective future entrepreneurial retail business start-up ventures
CO-3	Apply marketing principles in a retail context
CO-4	Evaluate existing retail formats
CO-5	Ability to develop effective outlet strategy for Retailers and shopper marketing strategy for marketers
CO-6	Understanding impact of Electronic retailing
CO-7	Understand the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.

University of Management and Technology

CO-8	Identify the approaches to and guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.
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Course Learning Outcomes (CLOs): After completing this course, students shall be able to:		
		Mapping the CLOs with PLOs
CLO-1	Apply the principles, practices, and concepts used in retail marketing management.	PLO-1,
CLO-2	Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.	PLO-1, PLO-2
CLO-3	Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.	PLO-2, PLO-3
CLO-4	Students will study retail information systems, supply chain management, Customer relationship management (CRM) systems, merchandising, buying, retail pricing, the retail communications mix, store management, store layout & design, visual merchandising, and customer service techniques.	PLO-2, PLO-4
CLO-5	Understand how to use and interpret merchandising planning and control concepts and financial ratios applied to the pricing and re-pricing of merchandise and managing profitability, inventory productivity, and merchandise budgeting.	PLO-4
CLO-6	Understand some of the complexities of retail operations.	PLO-4
CLO-7	Students will analyze the retail strategy of a specific store or pair of stores.	PLO-4, PLO-5, PLO-6
CLO-8	Analyze the business environment of different forms of retailers and assess the pros and cons of each.	PLO-6
CLO-9	Use the technology in retail	PLO-5, PLO-6
CLO-10	Use promotional methods to build customer interest	PLO-7

Assurance of Learning and Assessment Items: Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs	
Assessment Item	Application/ Objectives PLO / CO / CLO
Quiz	CLO 1
Project Assignments	CLO 2, CLO 3
Mini-Project	CLO 4, CLO 5
Case Studies	CLO 3, CLO 4, CLO 5
Mid-term exam	CLO 6, CLO 7
Presentation	CLO 8; CLO 9, CLO 10
Final Term	CLO -1-10

University of Management and Technology

Assessment Structure and Grading Policy*:

Assessment Item	Weight (%)	Execution Plan
Quiz	10%	4 quizzes spread in the course
Project Assignments	10%	4 assignments spread in the course
Mini-Project	10%	One-time assessment
Mid-term exam	30%	One-time assessment
Final Term	40%	One-time assessment
Total	100	

Notes – Norms and Important Class Policies:

(such as submission guidelines, academic honesty, make-up policy, code of conduct)

- Students need to adhere a strict attendance policy. Students will not be marked present once the attendance is announced on aportal.
- No late assignment is acceptable.
- As this is a hands on course, students will be working in groups. Thus, no free riding is allowed. All the members have to do their work diligently.
- A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination.

**Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

Weekly Sessions Plan:

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	Introduction to the Course and Explanation of Course Assessments		PLO 1 / CO1
2	Intro to Retailing, Types of Retailers Multichannel/Omni channel		PLO2/ CO1
3	Shopper Behavior	Assignment	PLO2 / CO4
4	Retail Market Strategy	Assignment	PLO4 / CO4
5	Financial Analysis and Planning		PLO5 / CO4
6	Market Selection and Location Analysis	Quiz	PLO6 / CO4
7	Managing People	Assignment/Quiz	PLO5 / CO4
8	Mid Term		PLO6 / CO5
9	Supply Chain Management	Case study	PLO7 / CO5
10	Merchandise Management, Buying and Handling	Assignment	PLO8 / CO6

University of Management and Technology

11	Buying and Procurement		PLO9 / CO6
12	Retail Pricing	Assignment	PLO9 / CO3
13	HRM & Store Management	Case let	PLO9 / CO3
14	Store Layout & Design	Quiz	PLO9 / CO6
15	Customer Service and Relationship Management		PLO10 / CO2 / CO 3
	Final Term		

Primary Text Book (s):

Modern Day Retail Marketing Management, Vanketsh Ganapathy . 1st Edition

Reference / Supplementary Reading (s):

- Choosing, buying and running a successful retail business by Reg Fuller
- Barry Berman, Joel R. Evans Retail Management A strategic approach. 10 th Edition Prentice Hall.
- Michael Levy, Barton A.Weitz Retailing Management 6 th Edition McGraw- Hill
- Branding a store how to build successful retail brands in a changing marketplace by Floor, Ko

Useful Online / Web Resources:

- <https://www.smeda.org/>
- <http://www.brandweek.com>
- <http://www.activmedia.com/>
- <http://www.adage.com/>
- <http://www.gap.com/>
- <http://www.emarketer.com/>



University of Management *and* Technology

Assignment #1

(10 marks)

Types of Retailers

The purpose of this assignment is for you to discover some of the differences or issues management/owners have to deal with depending on the type of retailing operation they have e.g. chain store versus an independent store. Find out the challenges/issues with regard to hours of work, services necessary to satisfy customers, training, communications/advertising, merchandise assortment, merchandise arrangement, etc.

Make a list of questions and interview a storeowner/manager of both the store types you are comparing. Plan your questions and keep them concise since these people are very busy.

Choose from one of the options below and compare:

- 1) Grocery Store versus Convenience Store
- 2) Fast Food Franchise versus Independent Restaurant
- 3) Take Out Restaurant versus Full Service Restaurant
- 4) Chain Store versus Independent Store

Marks will be based on your result, thoroughness of the information you gathered and presentation skills.

Remember, retail is the place where the consumer meets the product or service. Remember, there are also service retailers that provide you with such things as healthcare, haircuts, tax remittance services, etc. so you also choose two types of service retailers for the project.



University of Management *and* Technology

Assignment #2

(10 marks)

Managing People

This assignment is designed to allow you to discover how management handles operational issues with regard to the people that work for them. Choose one retailer in any category and interview the Store Manager. The types of things you want to determine from the Store Manager are:

- How do you decide how many employees are needed?
- What process do you go through to attract and select applicants?
- What training do these new hires receive?
- Who decides what benefits are made available to employees?
- Who determines employee policy?
- How is employee policy administered?
- How are employees evaluated?
- How are promotions decided?
- Is there a management-training program?
- What are the requirements for someone to be hired into the management-training program?

You will present your findings in your report. Marks will be based on your result, thoroughness of the information you gathered and presentation skills.



University of Management *and* Technology

Assignment #3

(10 marks)

Store Layout

This assignment is for you to conduct some retail investigation in the field. Your report should be in summary style.

Professional retail analysts often hire consulting firms to conduct studies that watch how consumers act and move in store settings. This is called “Retail Anthropology.” There are several issues that can help retailers make sure that their store design is optimized for their customers. We’ll look at three specific ones: Customer traffic flow, Crowdedness, and Accessibility. You will compare three retailers on these attributes. For this exercise, use a simple rating scale from 1– 5 where “5” is best and “1” is worst. Make a chart to summarize your findings.

A) Visit three retail stores in the same product category (e.g.: shoes stores or departments, jewelry stores or departments, children’s clothing, discounters, sporting goods, etc.)

Describe the product category, the three stores you picked and why you picked them.

B) Customer traffic flow: In each store/department, first watch how people move through the store. Do they follow similar paths? Are they attracted to certain displays or areas of the stores? Is the traffic flow efficient?

C) Secondly, compare how crowded each store is. Are the aisles wider in one store versus the others? Are products crowded on racks/shelves? Do customers get in each other’s way?

D) Finally, are all the stores equally accessible to people with disabilities. Do they have automatic doors, ramps, handicapped-accessible restrooms, water fountains, fitting rooms (if applicable) checkout counters? Are displays accessible to people in wheelchairs? If needed, is Braille used? Hearing devices?

E) Fill in your chart and briefly discuss your findings. Were there patterns in the ways that customers behaved? Were certain stores “better” than the others? What would you recommend if you were a consultant?

F) Could the stores you visited use e-commerce to improve any of these areas?

You will present your findings in your report. Marks will be based on your result, thoroughness of the information you gathered and presentation skills.



University of Management *and* Technology

Assignment #4

(10 marks)

Merchandise Assortment

Department Stores have a broad selection of product categories, which are generally managed by lower level management responsible for one or more categories. The purpose of this assignment is to determine how these managers make decisions on merchandise assortment and what level of authority they have to make these decisions. You also want to come away with a good understanding of how accountable these managers are for results and what previous training or education they needed to get to their level in the organization.

You will need to interview one of these category managers in two different department stores and report on the following issues. The list is not exhaustive but do make sure your list of questions is very concise as these managers are very busy.

- How is merchandise ordered?
- How are conflicts with suppliers resolved?
- How is variety or assortment managed?
- How is pricing strategy determined?
- How is stock rotation managed?
- How is redundant stock liquidated and when?
- How is merchandise arrangement determined?
- How is the manager held accountable for the performance of the category?

You will present your findings in your report. Marks will be based on your result, thoroughness of the information you gathered and presentation skills.

Note: Please do not choose a fashion category manager as these lines are purchased by dollar value and stock is generally not replenished at the item level.