

Liverpool John Moores University

Title: RELATIONSHIP & RETAIL MARKETING
Status: Definitive but changes made
Code: **5012BUSMK** (117102)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ5
Credit Value: 36.00
Total Delivered Hours: 62.00
Total Learning Hours: 360
Private Study: 298

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	60.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group presentation analysing a Retail Sector including the size, structure, opportunities and threats.	30.0	
Exam	Exam.	A final two hour examination of the current retail marketing theories.	40.0	2.00
Essay	Essay	Individual report analysing the relationship and retail marketing practices in relation to the competitive environment.	30.0	

Aims

To introduce students to the various retail sectors and the nature and activities of the retail organization.

To investigate the theoretical models in relationship marketing and to evaluate how relationship marketing is being utilized by retail organisations, and the problems and opportunities it provides.

Ultimately, they will be introduced to frameworks and guidelines for effective analysis and implementation of retail marketing decisions in this dynamic and challenging environment.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Explain the nature and organisation of the retail sector;
- LO 2 Demonstrate a critical awareness of the principles, functions and strategies of retail marketing;
- LO 3 Identify and discuss key contemporary issues within the retailing environment;
- LO 4 Evaluate the development of relationship marketing and the critical success factors within the retail sector;
- LO 5 Appraise a retail company in terms of its strategic use of relationship and retail marketing.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	LO 1	LO 3
Examination	LO 2	
Essay	LO 4	LO 5

Outline Syllabus

An Introduction to the Principles of Retail Management
A History of Retailing & The Retail Environment
Retail Strategy , Location & Marketing
Strategic Choice Implications
Relationship marketing
Integrating technology and systems in Retail
Own' brands
Retail advertising and promotion
Retail pricing
The selling environment
Retail service
International retailing

Learning Activities

Workshops, case studies, guest lecturers and where possible a field trip within a retail environment.

References

Course Material	Book
Author	Dunne, P M and Lusch, R F
Publishing Year	2007
Title	Consumer Behaviour
Subtitle	
Edition	6th edition
Publisher	Thomson South-Western
ISBN	

Course Material	Book
Author	Cox, R and Brittain, A
Publishing Year	2004
Title	Retailing
Subtitle	An Introduction
Edition	2nd edition
Publisher	FT/Prentice-Hall
ISBN	

Course Material	Book
Author	McGoldrick, P
Publishing Year	2002
Title	Retail Marketing
Subtitle	
Edition	2nd edition
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Gilbert, D
Publishing Year	2002
Title	Retail Marketing Management
Subtitle	
Edition	
Publisher	FT/Prentice-Hall
ISBN	

Course Material	Journal / Article
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Author	
Publishing Year	
Title	International Journal of Retail and Distribution Management
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	International Review of Retail, Distribution and Consumer Research
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Journal of Retailing
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Journal of Retailing and Consumer Services
Subtitle	
Edition	
Publisher	
ISBN	

Notes

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