

Liverpool John Moores University

Title: RETAIL MARKETING
Status: Definitive
Code: **5016BUSMK** (119222)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Andrew Doyle	Y

Academic Level: FHEQ5
Credit Value: 24
Total Delivered Hours: 78
Total Learning Hours: 240
Private Study: 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

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	
Essay	Essay	Individual report analysing the relationship and retail marketing practices in relation to the competitive environment.	30	
Report	Report	Final retail company strategic analysis and recommendations	40	

Aims

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

retail organization.

To investigate the theoretical models in marketing and to evaluate how they are being utilized by retail organisations, and the problems and opportunities these theories provide.

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:

- 1 Explain the nature and organisation of the retail sector demonstrating a critical awareness of the principles, functions and strategies of retail.
- 2 Identify and discuss key contemporary issues within the retailing environment;
- 3 Evaluate the development of relationship marketing and the critical success factors within the retail sector;
- 4 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	1	
Essay	2	
Report	3	4

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.

Notes

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.