

Liverpool John Moores University

Title: RETAIL MARKETING
Status: Definitive
Code: **6022TEF** (103849)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Peter Scott	Y

Academic Level: FHEQ6 **Credit Value:** 12 **Total Delivered Hours:** 20
Total Learning Hours: 120 **Private Study:** 100

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Seminar	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Retail Report (3000 word equivalent)	100	

Aims

To evaluate the perception of corporate identity and promotion in retail organisations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the historical development of the retail sector.

- 2 Analyse the image projected by retailers through models of the segmented market.
- 3 Differentiate among perceived quality through merchandising.
- 4 Evaluate the dynamics of retailing.

Learning Outcomes of Assessments

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

Report	1	2	3	4
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Outline Syllabus

Cultural and technological developments of the retail sector. Analysis of corporate image. Decision making models and their effect on location and logistic strategies. Out-of-town, edge-of-town and high street developments. Use of green belt and reclaimed sites. Trends in the home shopping sectors. Managing the retail package.

Learning Activities

Lectures and seminars.

Notes

The module examines and analyses the package offered to the consumer by retailers, including location, merchandising and the management of the selling space.