



Course Specifications

Course Title:	Retail Management
Course Code:	MKT1311
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 5 / Third year
4. Pre-requisites for this course (if any): MKT1221
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

<p>1. Course Description</p> <p>This course cover essential skills and knowledge related to retail management. Topics include types of retailers, consumer buying behavior, retail marketing strategies, retail site locations selection, supply chain management, merchandising, pricing, store management, store layout & design and customer service.</p>
<p>2. Course Main Objective</p> <p>The main objective of this course to acquaint the students with Retail world.</p> <ul style="list-style-type: none"> Students will be acquaint with the world of retailing and about global retailers

- Classification of general retailers and Food Retailers
- Concept of Multichannel retailing
- Understanding of retail marketing strategies
- Retail site location and its importance
- Managing of Merchandise assortments
- Major consideration of setting retail pricing
- Familiar with the concept of retail communications

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe the impact of business environment factors on Retail Management theories and concepts	K1
1.2	Demonstrate different retail strategies and issues related to multi-channel retailing.	K2
1.3	Discuss the effect of merchandise management on different marketing aspects.	K3
2	Skills:	
2.1	Evaluate the Strategic Retail mix factors effects on the marketing decisions.	S3
2.2	Apply retailing strategies based on consumer needs and market changes.	S2
3	Competence:	
3.1	Demonstrate interpersonal skills necessary to be successful in teams to implement and coordinate organizational activities.	C1
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.	C3
3.3	Demonstrate ability to prepare a report on issues related to Retail Management	C5

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to the World of Retailing	3
2	Types of Retailers	6
3	Multichannel Retailing	3
4	Retail Market Strategy	3
5	Retail Site Locations	6
6	Managing Merchandise Assortments	6
7	Retail Pricing	6
8	Retail Communication Mix	3
9	Store Operations	3
10	Branding	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Describe the impact of business environment factors on Retail Management theories and concepts	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/Fales • MCQs • Essay questions
1.2	Demonstrate different retail strategies and issues related to multi-channel retailing.		
1.3	Discuss the effect of merchandise management on different marketing aspects.		
2.0	Skills		
2.1	Evaluate the Strategic Retail mix factors effects on the marketing decisions.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Apply retailing strategies based on consumer needs and market changes.		
3.0	Competence		
3.1	Demonstrate interpersonal skills necessary to be successful in teams to implement and coordinate organizational activities.	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) • Students group Independent study (Group project) 	<ul style="list-style-type: none"> • Course project (Rubric) Presentations (Rubric) Discussions Projects (individual and Group work)
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.		
3.3	Demonstrate ability to prepare a report on issues related to Retail Management		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Levy, M. & Weitz, B. A. (2017). <i>Retailing Management.</i> , UK: McGraw-Hill
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Electronic materials posted on the course LMS.
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> • Peer reviewer 	<ul style="list-style-type: none"> • Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> • Faculty members 	<ul style="list-style-type: none"> • Direct
Quality of learning resources	<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Indirect

Evaluation Areas/Issues	Evaluators	Evaluation Methods

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Meeting No.1
Date	08/09/2019

