



## Course Specifications

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

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	<b>Error! Bookmark not defined.</b>
2. Course Main Objective.....	<b>Error! Bookmark not defined.</b>
3. Course Learning Outcomes .....	3
<b>C. Course Content</b> .....	<b>4</b>
<b>D. Teaching and Assessment</b> .....	<b>4</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	4
2. Assessment Tasks for Students .....	4
<b>E. Student Academic Counseling and Support</b> .....	<b>5</b>
<b>F. Learning Resources and Facilities</b> .....	<b>6</b>
1. Learning Resources .....	6
2. Facilities Required.....	6
<b>G. Course Quality Evaluation</b> .....	<b>6</b>
<b>H. Specification Approval Data</b> .....	<b>7</b>

## A. Course Identification

<b>1. Credit hours:</b> 3 Hours
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered:</b> Level 5 / Third year
<b>4. Pre-requisites for this course (if any):</b> MKT1221
<b>5. Co-requisites for this course (if any):</b> 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	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45

## B. Course Objectives and Learning Outcomes

### 1. Course Description

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.

### 2. Course Main Objective

The main objective of this course is to:

- To acquaint the students with the world of retailing and about global retailers
- Classification of general retailers and Food Retailers
- To understand the concept of multichannel retailing
- To give understanding of retail marketing strategies
- Understand the importance of retail site location
- Managing of Merchandise assortments
- Different consideration of setting retail pricing
- To familiarize with the concept of retail communications

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge:</b>	
1.1	Possess knowledge and understanding of the impact of business environment factors on Retail Management theories and concepts	K1
1.2	Demonstrate advanced knowledge about different retail strategies and issues related to multi-channel retailing.	K2
1.3	Exhibit specialized knowledge about the effect of merchandise management on different marketing aspects.	K3
<b>2</b>	<b>Skills:</b>	
2.1	Evaluate the Strategic Retail mix factors effects on the marketing decisions.	S2
2.2	Apply retailing strategies based on consumer needs and market changes.	S1
<b>3</b>	<b>Values:</b>	
3.1	Exhibit interpersonal skills necessary to be successful in teams to coordinate organizational activities and be committed to personal, professional, and academic ethics.	V1
3.2	Possess entrepreneurial skills and develop curiosity and make logical decisions about retailing, supported by arguments and evidence.	V2
3.3	Effectively lead professional teams to show entrepreneurial skills and participate in implementing and coordinating organizational actions to develop constructive solutions	V3

### 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
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
1.1	Possess knowledge and understanding of the impact of business environment		Written test

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	factors on Retail Management theories and concepts	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	<ul style="list-style-type: none"> <li>• True/Falses</li> <li>• MCQs</li> <li>• Essay questions</li> </ul>
1.2	Demonstrate advanced knowledge about different retail strategies and issues related to multi-channel retailing.		
1.3	Exhibit specialized knowledge about the effect of merchandise management on different marketing aspects.		
<b>2.0</b>	<b>Skills</b>		
2.1	Evaluate the Strategic Retail mix factors effects on the marketing decisions.	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Assignment</li> <li>• Case study</li> </ul>
2.2	Apply retailing strategies based on consumer needs and market changes.		
<b>3.0</b>	<b>Values</b>		
3.1	Exhibit interpersonal skills necessary to be successful in teams to coordinate organizational activities and be committed to personal, professional, and academic ethics.	<ul style="list-style-type: none"> <li>• Students group Independent study (Group project)</li> <li>• Direct (Individual assignment)</li> <li>• Students group Independent study (Group project)</li> </ul>	<ul style="list-style-type: none"> <li>• Course project (Rubric)</li> <li>Presentations (Rubric)</li> <li>Discussions</li> <li>Projects (individual and Group work)</li> </ul>
3.2	Possess entrepreneurial skills and develop curiosity and make logical decisions about retailing, supported by arguments and evidence.		
3.3	Effectively lead professional teams to show entrepreneurial skills and participate in implementing and coordinating organizational actions to develop constructive solutions		

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/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

<b>Required Textbooks</b>	Levy, M. & Weitz, B. A. (2018). <i>Retailing Management.</i> , UK: McGraw-Hill
<b>Essential References Materials</b>	Journals and Reports distributed on the bases of lectures delivered to the students.
<b>Electronic Materials</b>	Electronic materials posted on the course LMS.
<b>Other Learning Materials</b>	Magazines and Newspaper

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
<b>Other Resources</b> (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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

**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.	Council meeting No.1
Date	27/9/2022

