

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	BA (Hons) Business Administration Combined Studies
FHEQ Level:	6
Course Title:	Distribution and Retailing Management
Course Code:	MKT 6210
Course Leader:	Penny Hoffmann-Becking
Student Engagement Hours:	120
Lectures:	35
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall/Spring/Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description

The course addresses the roles and processes of physical distribution, channel management, and retailing. Students study current practices in retail marketing strategy and its relevance to branding and positioning strategies (the store concepts, experiential marketing) the retail marketing mix decisions, the distribution channel function, and management. The relationship between the manufacturer and the end- user is analysed and the activities and functions of channels intermediaries are studied for their impact on market planning. Channels design and developments in contemporary retailing methods are covered, with the emphasis on retail store location, operations, and the influence of technology on distribution.

Prerequisite: MKT 5200

Aims and Objectives:

The objectives of this course are to introduce students to the basic principles of strategic planning and the decisions made in managing a retail business, and to explore how retailers respond to challenges and opportunities in the constantly changing environment.

The topics to be examined include: customer relationships and channel relationships, strategic planning for retail business, the impact of technology on retailing relationships, branding and merchandising, the characteristics of retail institutions, distribution strategies, logistics issues involved in retailing, retail location and design, business planning, hiring, managing, advertising and sales, retail in the global market place and the internet. The ultimate goal is to provide students with the knowledge and ability needed in retail management. Throughout the course, students will be encouraged to apply the concepts to real business situations.

Programme Outcomes

A1, A2 A3, A4, A5

B2, B3, B5

C1, C2 D1,

D2

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

Upon completion of this course, a successful student should be able to

Knowledge and Understanding

1. Have developed knowledge and practice of the distribution and retailing management within a marketing mix strategy.
2. Recognise the relationship between marketing strategy and distribution strategy and their relevance to intensive, exclusive, selective channels of distribution as well as online distribution, store location, store layout, customers' experience of the store, promotions, branding..
3. Discuss the development of branding strategies, advertising and merchandising programs, sales promotions and their relevance to the distribution/retailing strategies within a marketing strategy context.
4. Explain why it is important to evaluate the overall business planning, organisational structure, internal system, hiring sales force and the impact of the internet on distribution.

Cognitive Skills

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

Practical and/or Professional Skills

1. Develop critical reflexivity towards the subject matter, and towards one's own and one's peers
2. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications

Key Skills

1. Effective oral and written communication skills in a range of traditional and electronic media.

Indicative Content:

- Marketing Channels
- Retailing and Wholesaling
- The Basic of Retailing
- Branding your Business
- Retail location and design
- Business structure and planning
- Internal systems
- Buying and displaying merchandising
- Advertising
- Retailing in the global market
- Making Sales and money matter

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

The course will be taught using a variety of methods including lectures, directed reading, case studies analysis, back-to-back class activities and weekly tasks, video-clips and class discussions, weekly class-activities, team-based project work.

Bibliography:

Indicative Text:

C. Thomas, R.Segel (2006) Retailing in the 21st Century, (John Wiley & Sons Inc.)

Recommended Reading:

Berman, B. and Evans, J. R. (2004), Retail Management – A Strategic Approach, 9th edition, New Jersey:

Davies B. & Ward P. (2002) Managing Retail Consumption John Wiley and Sons Ltd

Ellen Diamond (2006), Fashion Retailing, A Multi-Channel Approach, 2nd Edit.

Pearson Prentice Hall.

Fernie J. Fernie S. & Moore C. (2003) Principles of Retailing Butterworth-

Heinemann Gilbert D. (2002) Retail Marketing Management FT Prentice Hall

Kent T. & Omar O. (2002) Retailing Palgrave Macmillan

Levy, M. and Weitz, B. A. (2007), Retailing Management, 6th edition, McGraw-

Hill/Irwin McGoldrick P. (2002) Retail Marketing 2nd edition McGraw-Hill

Newman A. & Cullen P. (2001) Retailing: Environment and Operations Thomson Learning Prentice Hall.

Rosenbloom, B. (2004), Marketing Channels: A Management View, 7th edition, Thomson/South-Western.

Sullivan M. & Adcock D. (2002) Retail Marketing Thomson
 Varley R. & Rafiq M. (2003) Principles of Retail Management Routledge
 Varley R. (2001) Retail Product Management: Buying and Merchandising Routledge

Journals:

- Journal of Retailing
- Journal of Sales and Marketing Management
- International Journal of Retail & Distribution Management
- Marketing News
- Local Newspapers
- The Economist, The Wall Street Journal, Fortune, Business Week, and other relevant periodicals

Web:

- British Retail Consortium <http://www.brc.org.uk>
- Institute for Retail Studies <http://www.marketing.stir.ac.uk/irs/>
- Centre for Retail Research <http://www.retailresearch.org/home/index.php>
- Interactive Media in Retail Group <http://www.imrg.org/>
- The Committee for the History of Retailing and Distribution <http://www.wlv.ac.uk/shass/chord.html>
- Forrester Research Retail <http://www.forrester.com/Research>
- Chain Store Age (USA) <http://www.chainstoreage.com>
- National Retail Federation (USA) <http://www.nrf.com>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change ?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry

