

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Introduction to Retail Marketing
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	MKT4012

<b>5</b>	<b>Module Overview</b>
<p>Retailing is one of the key drivers of the both the UK and global economy. It has a huge impact on society and the environment world-wide and is an ever-evolving, driven primarily from changes in technology, which makes it an exciting area to study.</p> <p>The aim of this module is to introduce you to the main subject areas of retail marketing, from consumer behaviour and segmentation to store location theory, multi-channel retailing and retail communication. This module is distinct in that it uses a combination of case studies, practical exercises as well as an examination of theoretical concepts, enabling you to appreciate the principles of retail marketing in practice. Though not a pre-requisite to the retailing pathway within the suite of undergraduate marketing programmes, it will enable you to understand more about the core concepts of retail marketing, helping you to determine whether this is an area you wish to specialise in.</p> <p>The course will involve lecturer-led taught seminars, plus significant group work analysing specific retail case studies and retail theories. Group presentations to the class will also be required to enable students to test their learning as well as provide a feedback opportunity for summative assessments. Individual and group field visits to specific retailers will also be undertaken providing the insights into retail environment and the challenges faced. Due to the speed of change, students will be required to read both academic books and journals as well as current newspapers and trade journals such as Retail Week.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module content will include:</p> <ul style="list-style-type: none"> <li>• Importance of Retail to UK Economy, Retail Evolution theory.</li> <li>• Consumer buyer Behaviour and Segmentation.</li> <li>• Sustainability in Retail.</li> <li>• Retail Location.</li> <li>• Store Layout.</li> <li>• Retail Product range, own-brand and manufacturer brand.</li> <li>• Retail Buying and Merchandising.</li> <li>• Retail Customer Service.</li> <li>• Retail Communications.</li> <li>• Retail Pricing Strategies.</li> <li>• Retail Technology, Omni-channel Retailing.</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	Apply knowledge and understanding of relevant Retail Marketing theory and practices to a given scenario.
	<b>2</b>	Construct solutions to identified problems for differing retail companies and situations.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1 - 2</b>	<b>X</b>		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	36	
<b>Private Study (PS)</b> includes preparation for exams	116	
<b>Total Study Hours:</b>	200	