

DEREE COLLEGE SYLLABUS FOR: MK 4148 RETAIL BUSINESS STRATEGY	
(Fall 2021)	UK LEVEL 6 UK CREDITS: 15 US CREDITS 3/0/3
PREREQUISITES:	MK 2030 Introduction to Marketing / MK 2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Examines the functions and applications of various retail strategy theories in the areas of planning, organizing, staffing, and evaluating. The use of analytical techniques for diagnosing the competitive position of retail-focused strategy, for building the retail brand, and for identifying ways to create economic value for retailers.
RATIONALE:	Retailing is one of the most important industries with many career opportunities. The module through a simulation game aims to bridge the gap between theory and practice by providing a natural setting for planning, implementation, and evaluation of managing retail operations. It provides the theoretical framework and tools necessary for analysis, evaluation, and retail strategy development to help retail managers improve performance.
LEARNING OUTCOMES:	On successful completion of the module, the student should be able to: <ol style="list-style-type: none"> 1. Apply theory and best practices required for managing a retail store. 2. Demonstrate understanding of the tools for making retail decisions, considering internal and external conditions in which the firm operates. 3. Acquire conceptual knowledge and analytical skills to systematically analyze and solve retail. 4. Develop retail strategies to sustain growth and improve the overall retail performance. 5. Select appropriate metrics to measure the effectiveness of different retail decisions.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Class lectures complemented by extensive use of examples from the local and international retail business environment to highlight the application of key retail concepts. ➤ Computer Simulation Game: to enhance student's analytical skills and ability to synthesize learning in a highly competitive retail environment. The game allows students to grasp a holistic understanding of the retail business operation through managing a store in a

competitive environment. They will be responsible for the overall business performance including sales, marketing, products, finance, staff, stock management. Student performance is assessed in terms of business growth, satisfying their retail customers, and responding to competitor moves throughout the game. market share and profit achievement. Advances teamwork skills.

- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material and consult on the simulation.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:	Summative:		
	1 st Assessment Midterm Examination	Essay-type questions, short case	20%
	2 nd Assessment Coursework	Group coursework – integration and written report: 40/60 Word count: 2.400-2.500 Individual coursework - presentation: 40/60	80%
	Formative:		
	Coursework	Readings on retailing which aim to prepare students for the two summative assessments	
	<p>The 1st assessment aims to provide students with a theoretical background.</p> <p>The 2nd assessment involves two parts, the group project, and the individual presentation. In the group project, they will report their overall store performance. The individual is a presentation on their retail store performance.</p> <p>The formative coursework aims to prepare students for the examination and the project.</p> <p>The 1st Assessment tests Learning Outcomes 2, 3, 5, The 2nd assessment tests all Learning Outcomes 1, 2, 3, 4, and 5 with emphasis placed on 1 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>		

<p>INDICATIVE READING:</p>	<p>REQUIRED MATERIAL: Levy and Weitz. <u>Retailing Management</u>. Irwin/McGraw-Hill, the latest edition</p> <p>RECOMMENDED READING: BOOKS</p> <p>Berman and Evans, "Retail Management: A Strategic Approach" Prentice-Hall. Tenth Edition</p> <p>Fisher, Marshall & Ananth Raman. <i>The New Science of Retailing</i>, Harvard Business Press, 2010</p> <p>Ian Shepherd, "Reinventing Retail: The new rules that drive sales and grow profits", 2019, Pearson.</p> <p>ARTICLES</p> <p>Ailawadi, Kusum L., et al., "Pursuing the Value-Conscious Consumer: Store Brands versus National Brand Promotions", <i>Journal of Marketing</i>, 2001, Vol.65, pp.71-89.</p> <p>Ailawadi, Kusum L., "The retail power-performance conundrum: What have we learned?", <i>Journal of Retailing</i>, Fall 2001, Vol. 77, p. 299.</p> <p>Alvarado, Usrula Y. and Herbert Kotzab (2001). "Supply Chain Management: The integration of Logistics in Marketing", <i>Industrial Marketing Management</i>, Vol.30, Is.2, pp.183-198.</p> <p>Anselmsson, Johan & Ulf Johansson, "Manufacturer brands versus private brands: Hoch's strategic framework and the Swedish food retail sector", <i>The International Review of Retail, Distribution and Consumer Research</i>, 2014, Vol. 24, No.2, pp.186-212</p> <p>Bardaki, Cleopatra, Panos Kourouthanassis, and Katerina Pramataris. "Deploying RFID – Enabled Services in the Retail Supply Chain: Lessons Learned toward the Internet of Things". <i>Information Systems Management</i>, 2012, Vol. 29, no.3, pp. 233 -245.</p> <p>Burt, Steve and Keri Davies, "From the retail brand to the retailer as a brand: themes and issues in retail branding research", <i>International Journal of Retail & Distribution Management</i>, 2010, Vol. 38, Iss. 11/12 pp. 865 -878.</p> <p>Clarinda Mathews-Lefebvre Pierre-Louis Dubois, "Retail branding as a value creation process: managerial and research priorities", <i>Journal of Product & Brand Management</i>, 2013, Vol. 22 Iss. 5/6 pp. 384 - 392</p> <p>Hult, G. T. M., Sharma, P. N., Morgeson III, F. V., & Zhang, Y. (2019). Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? <i>Journal of Retailing</i>, 95(1), 10–23. https://doi-org.acg.idm.oclc.org/10.1016/j.jretai.2018.10.003</p>
-----------------------------------	---

Koschmann, A., & Isaac, M. S. (2018). Retailer Categorization: How Store-Format Price Image Influences Expected Prices and Consumer Choices. *Journal of Retailing*, 94(4), 364–379. <https://doi-org.acg.idm.oclc.org/10.1016/j.jretai.2018.08.001>

Kyle Dupre and Thomas W. Gruen, “The use of category management practices to obtain a sustainable competitive advantage in the fast-moving-consumer –goods industry”, *Journal of Business & Industrial Marketing*, 2004, Vol. 19, no. 7, pp.444-459.

Diallo, M.F. and Cliquet, G. (2016), "Store image perceptions and customer knowledge cues in emerging markets: A cross-country investigation in Brazil and Vietnam", *International Journal of Retail & Distribution Management*, Vol. 44 No. 12, pp. 1182-1205. <https://doi.org/10.1108/IJRDM-10-2014-0144>

Michael Nicholson, Ian Clarke, and Michael Blakemore. “One Brand, Three Ways to Shop: Situational Variables and Multichannel Consumer Behaviour”, *The International Review of Retail, Distribution and Consumer Research*, April 2002, Vol. 12, No. 2.

Michel Etgar & Dalia Rachman-Moore. “Determinant Factors of Failures of international Retailers in Foreign Markets”, *The International Review of Retail, Distribution and Consumer Research*, February 2007, Vol.17, No.

Richard Mitchell Karise Hutchinson Susan Bishop, "Interpretation of the retail brand: an SME perspective", *International Journal of Retail & Distribution Management*, 2012, Vol. 40, Iss. 2 pp. 157 – 175.

Roper, Stuart and Cathy Parker, “Evolution of Branding Theory and Its Relevance to the Independent Retail Sector”, *The Marketing Review*, 2006, Vol.6, pp.55-71.

Ted Lindblom & Anders Rimstedt. “Retail Integration Strategies in the EU: Scandinavian Grocery Retailing”, *The International Review of Retail, Distribution and Consumer Research*, April 2004, Vol. 14, No. 2.

Thomas, Rodney W. Esper, Terry I. and Stank, Theodore P., “Testing the Negative Effects of Time Pressure in Retail Supply Chain Relationships”, *Journal of Retailing*, 2010, Vol. 86, Is. 4, pp.386-400.

Zheng, Xiaoying, Ernest Baskin, and Ravi Dhar. 2019. “By-Brand or By-Category? The Effect of Display Format on Brand Extension Evaluation.” *Journal of Retailing* 95 (3): 76–85. doi:10.1016/j.jretai.2019.04.003.

Wood, Steve, and Sue Browne. “Convenience Store Location Planning and Forecasting – a Practical Research”, *International Journal of Retail and Distribution Management*, 2007, Vol. 35, no.4, pp 233-255.

JOURNALS	<p>Journal of Retailing Journal of Marketing Journal of Product & Brand Management The International Review of Retail, Distribution and Consumer Research Journal of Retailing and Consumer Services Journal of Business & Industrial Marketing International Journal of Retail and Distribution Management Information Systems Management Self-Service Review The Marketing Review</p>
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	N/A
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines, The Web based simulation
WWW RESOURCES:	<p>www.retailwire.com www.internetretailer.com www.risnews.com www.rfidjournal.com www.vendormanagedinventory.com/index.php</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Introduction to Retailing 2. The Retail Customer Behavior 3. Electronic and Non-Store Retailing 4. Store Retailing 5. Retail Market Strategy 6. Retail Financial Strategy 7. Store Management 8. Merchandise Management