DEREE COLLEGE SYLLABUS FOR:	
MK 4156 RETAILING AND SUPPLY CHAIN MANAGEMENT – LEVEL 6 **US CREDITS: 3/0/3**	
(Updated Fall 2020) **UK CREDITS: 15**	

PREREQUISITES:	MK2030 Introduction to Marketing/ MK2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Major concepts of retail management. Issues of retail marketing communication, store formats and atmospherics, merchandising, store experience and engagement, customer service and after sales support concepts and techniques related to the effective design, planning, control and improvement of the retail supply chain.
RATIONALE:	Retailing is one of the largest and most dynamic sectors of our economy. Retail companies are amongst the largest and most innovative of all businesses and the status of the retail industry within the economy has experienced significant growth worldwide. Retailing is changing and is becoming more competitive. These developments have dramatically increased the complexity of managing the retail business and most retailers are struggling to maintain profitability. Successful retail organizations must know how to identify, adapt, and plan for these changes. The course integrates emerging concepts and trends in retail e-commerce.
LEARNING OUTCOMES:	As a result of taking this module, the student should be able to: 1. Explain retail marketing concepts and evaluate the components of retail branding - The retailer as a brand. 2. Analyze the components of the retail strategic planning and the financial implications of strategic retail decisions. 3. Assess the role and importance of retail supply chain management - ECR, retail buying and buying systems, basic merchandising techniques and merchandise assortment.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, extensive use of examples from the local and international retail business environment to highlight application of key retailing concepts. Throughout the lectures students develop knowledge and understanding related to the subject content. ➢ Analysis and discussion of short cases and problems in class that

	focus on specific retailing issues reinforce students' cognitive and key transferable skills as well as the practical skills needed.
	➢ Office Hours: Students are encouraged to make full use of the office hours of their instructor where they can ask questions and discuss issues related to the course's content.
	➢ Use of an electronic class management system - Blackboard where the instructor may post important announcements, related course materials, as well as additional resources.

ASSESSMENT:			
	In-class, 1-hour, "diagnostic" test - **formative**	0%	Essay-type questions
	Coursework - **summative**	40%	Written Project; Individual; 1,800-2,200 words
	Final Examination (2-hour)- **summative**	60%	Essay-type questions

Written Project: an integrative case study as well as a literature review on a topic related to the case. The integrative case is a comprehensive written case that involves multiple retail management issues. It requires analysis of the situation and the data given in the case; identification of the problem(s) encountered, and proposed strategies.

The formative course work aims to prepare students for the summative assessments.
The summative course work tests Learning Outcomes: 1.
The Final Examination tests Learning Outcomes: 2, 3.

INDICATIVE READING LIST:	**REQUIRED MATERIAL:**
	Levy, M. and Weitz, B., *Retailing Management*, latest edition, McGraw-Hill.
	RECOMMENDED READING:
	BOOKS
	Berman, B.R., Evans, J.R. and Chatterjee, P.M. (2018), *Retail Management: A Strategic Approach*, 13th edition, Pearson.
	Benton, W.C. (2016), *Purchasing and Supply Chain Management*, 3rd edition, McGraw-Hill.
	ARTICLES
	Bauner, C., Jaenicke, E., Wang, E. and Chao Wu, P. (2019), "Couponing Strategies in Competition Between a National Brand and a Private Label Product", *Journal of Retailing*, Vol. 95, No. 1,

pp. 57-66.

Elbeltagi, I. and Agag, G. (2016), "E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective", *Internet Research*, Vol. 26, No. 1, pp. 288-310.

Emiliano, A.N. and Santiago I. P. (2020), "How to measure quality in multi – channel retailing and not die trying", *Journal of Business Research*, Vol. 109, pp. 38-48.

Frasquet, M., Mollá Descals, A. and Ruiz-Molina, M. (2017), "Understanding loyalty in multichannel retailing: the role of brand trust and brand attachment", *International Journal of Retail & Distribution Management*, Vol. 45, No. 6, pp. 608-625.

Hayberg, J., Sundstrom, M. and Nicklas, E. R. (2016), "The digitalization of retailing: an exploratory framework", *International Journal of Retail & Distribution Management*, Vol. 44, No. 7, pp. 694-712.

Izogo, E.E. and Jayawardhena, C. (2018), "Online shopping experience in an emerging e-retailing market", *Journal of Research in Interactive Marketing*, Vol. 12, No. 2, pp. 193-214.

Lanian Cao. (2018), "Determinants of retailers' cross-channel integration: An innovation diffusion perspective on omni-channel retailing", *Journal of Interactive Marketing*, Vol. 44, pp. 1-16.

Linzbach, P., Luman, J. and Nikolova, C. (2019), "E-commerce in a physical store: which retailing technologies add real value", *NIM Marketing Intelligence Review*, Vol. 11, No. 1, pp. 42-47.

Nizar, S., Riadh, L. and Nour, E. C. (2019), "New trends in retailing and services", *Journal of Retailing and Consumer Services*, Vol. 50, pp. 286-288.

Nguyen, D.H., Leeuw, S. D. and Dullaert, W.E.H. (2018), "Consumer behaviour and order fulfilment in online retailing: A systematic review", *International Journal of Management Reviews*, Vol. 20, No. 2, pp. 255-276.

Olbrich, R., Hundt, M. and Jansen, H. C. (2016), "Proliferation of private labels in food retailing: A literature overview", *International Journal of Marketing Studies*, Vol. 8, No. 6, pp. 63-76.

Reinartz, W., Wiegand, N. and Imschloss, M. (2019), "The impact of digital transformation on the retailing value chain", *International Journal of Research in Marketing*, Vol. 36, No. 3, pp. 350-366.

Warnaby, G. and Priporas, C.V. (2019), "Changing customer behavior:

	changing retailer response? The potential for pop-up retailing", *Journal of Consumer Behaviour*, Vol. 18, No. 1, pp. 7-16.
COMMUNICATION REQUIREMENTS:	Written term paper should be submitted in Word using appropriate terminology
SOFTWARE REQUIREMENTS:	MS Office Word, Excel, PowerPoint, Search Engines,
WWW RESOURCES:	Students are expected to use the internet at their own discretion to select information on the module. Useful sources include: www.retailwire.com www.internetretailer.com www.risnews.com www.rfidjournal.com www.vendormanagedinventory.com/index.php
JOURNALS	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

INDICATIVE CONTENT:	1. The World of Retailing
	  1.1 Introduction to Retailing
	  1.2 Store Retailing
	  1.3 Electronic and Non-Store Retailing
	  1.4 The Retail Customer
	  1.5 Consumer Behavior
	2. Retail Market Strategy
	  2.1 Financial Strategy
	  2.2 Retail Locations
	  2.3 Site Selection
	  2.4 Organization Structure and Human Resources Management
	  2.5 Integrated Retail Logistics and Information Systems
	3. Merchandise Management
	  3.1 Planning Merchandise Assortments
	  3.2 Merchandise Budget Planning, Open-To-Buy
	  3.3 Buying Systems for Staple Merchandise
	  3.4 Buying Merchandise
	  3.5 Vendor Relations and /or Negotiations
	  3.6 Terms of Purchase

	3.7 Pricing
	3.8 Promotion
	4. Store Management
	  4.1 Store Management
	  4.2 Store Layout, Design and Visual Merchandising
	  4.3 Customer Service