



Course Specifications

Course Title:	Retail Management
Course Code:	MKT10606
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 3
2. Course type
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"/>
3. Level/year at which this course is offered: 6 th Level / 3 rd Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
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)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description:

This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. Students learn the basics of retail management and merchandising as they relate to contemporary retail environments. Topics include strategic planning in Retailing, Forms and types of Retailing, marketing research in Retailing, Pricing and Promotional strategies.

2. Course Main Objective:

Upon successful completion of the course students will be able

- Apply the principles, practices, and concepts used in retail marketing management.
- Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.
- Understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
- Understand the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.
- Identify the approaches to and guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define Retail Management concepts	K2
1.2	List Retail Institutions by Ownership establishments	K2
1.3	Describe various forms of Non - traditional Retailing	K2
2	Skills:	
2.1	Apply Trading-Area Analysis	S1
2.2	Analyze Site Selection	S2
2.3	Evaluate Merchandise Plans	S2
3	Values:	
3.1	Demonstrate Establishing and Maintaining a Retail Image	V2
3.2	Utilize the financial implication of strategic retail decisions	V3

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to retailing	6
2	Retail Institutions by ownership	6
3	Store based retail strategy	6
4	Non store based retail strategy	6
5	Trading area analysis	6
6	Site selection	6
7	Recruitment, training and merchandize plan	9
Total		45

D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define Retail Management concepts	Lectures, Illustrative Examples	Exams Assignment
1.2	List Retail Institutions by Ownership establishments	Lectures, Illustrative Examples	Exams Assignment
	Describe various forms of Non - traditional Retailing	Lectures, Illustrative Examples	Exams Assignment Direct Questions
2.0	Skills		
2.1	Apply Trading-Area Analysis	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Analyze Site Selection	Lectures Active Learning	Exams Quizzes Homework
2.3	Evaluate Merchandise Plans	Lectures Active Learning	Exams Assignment Direct Questions
3.0	Values		
3.1	Demonstrate Establishing and Maintaining a Retail Image	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Interpret the financial implication of strategic retail decisions	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Retail management: a strategic approach Thirteenth Global Edition by Barry Berman & Joel r. Evans: Pearson
Essential References Materials	Retail management: a strategic approach Thirteenth Global Edition by Barry Berman & Joel r. Evans: Pearson
Electronic Materials	-----
Other Learning Materials	-----

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g., if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020