

43.

<b>Course title</b>	<b>Retail Management</b>			
<b>Course code</b>	<b>MGMT406</b>			
<b>Course type</b>	<b>Theoretical, Elective Course</b>			
<b>Level</b>	Undergraduate			
<b>Year / Semester</b>	Year 4 Semester 7			
<b>Teacher's name</b>	Marina Konstantinou			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	The purpose of this course is to introduce students to the world of retail. The objective of the course is for students to study the elements of retail mix, including types of retailers, consumer buying behaviour, strategic planning, selection of retail locations, supply chain management, merchandising, pricing policies, store management, and retail customer service.			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Understand how retailers develop a retail mix to create a sustainable competitive advantage.</li> <li>• Understand the importance of strategic planning</li> <li>• Understand the importance of effective retail store organisation</li> <li>• Develop skills in business planning</li> <li>• Know how retailers use marketing communication to build brands and loyal customers</li> <li>• Understand the connection between merchandise and supply chain management strategies and how it leads to excellent customer service</li> <li>• Understand the financial implications of strategic retail decisions</li> <li>• Understand the decisions retailers make to meet customer needs in a rapidly changing and competitive environment</li> </ul>			
<b>Prerequisites</b>	<b>MRKT217 Principles of Marketing</b>	<b>Required</b>	None	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• Introduction to retail</li> <li>• Build and maintain retail relationships</li> <li>• Strategic Planning in Retail trade</li> <li>• Identifying and understanding consumers</li> <li>• Collection and processing of information in retail trade</li> <li>• Transaction Area Analysis</li> <li>• Location selection</li> <li>• Operations Management – Financial Dimensions</li> <li>• Operations Management – Operational Management</li> <li>• Development of merchandise plans</li> <li>• Management of financial commodities</li> <li>• Retail pricing</li> </ul>			

<b>Teaching methodology</b>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> <li>• Power Point presentations</li> <li>• Guided discussions with the active participation of students</li> <li>• Examples and case studies that relate to the content of the course</li> <li>• Question and answer section</li> <li>• Use of internet and related IT infrastructure</li> <li>• Use of video projector and whiteboard</li> <li>• Assignment</li> </ul>
<b>Bibliography</b>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>• Cox, R., and Brittain, P. (2008). <i>Λιανικές πωλήσεις (Οικονομία και Επιχείρηση)</i>. 2<sup>η</sup> Έκδοση. Εκδόσεις Κλειδάριθμος. ISBN: 9602092564</li> <li>• Hammond, R. (2004). <i>Λιανικό εμπόριο : Έξυπνες λύσεις, πώς να αυξήσετε κατακόρυφα τις πωλήσεις του καταστήματός σας</i>. Εκδόσεις Μ. Γκιούρδας. ISBN: 9605124076</li> </ul> <p><b>English Bibliography</b></p> <ul style="list-style-type: none"> <li>• Fernie, J., and Sparks, L. (2019). <i>Logistics and Retail Management : Emerging Issues and new challenges in the retail supply chain</i>. 5<sup>th</sup> Edition. Kogan Page. ISBN: 978-0-7494-8160-5</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Attendance and Class Participation: 10%</li> <li>• Assignments: 40%</li> <li>• Final Written Examination: 50%</li> </ul>
<b>Language</b>	<p>Greek or English</p>