

**NATIONAL UNIVERSITY OF SINGAPORE  
NUS BUSINESS SCHOOL  
Department of Marketing**

**MKT2411 Retail Management**

**Lecturer: Ms Pauline Ong**

**Session: Semester II, AY2016/2017**

This course seeks to introduce participants with the basic concepts, tools, and principles for marketing and managing a retail operation. Retail decisions such as target market, retail concept, merchandising and sourcing, pricing and mark-up, store location, store design and layout, retail promotion, staffing and customer service, and security will be examined. Retail decisions related to online retail operation will be examined. Students are encouraged to examine retailing from an entrepreneurship perspective and they are encouraged to explore the challenges involved in starting a new retail operation. The group project in this module will largely require this perspective.

**COURSE OBJECTIVES**

The goal of the course is to prepare students for the complex, dynamic retail environment. It helps students to develop a comprehensive retail strategy which looks into the mission, goals, consumer market, overall and specific activities and control mechanism. The course structure revolves around seven (7):

- Overview of Strategic Retail Management
- Situation Analysis
- Targeting Customers and Gathering Information
- Choosing a Store Location
- Managing a Retail Business
- Merchandising & Pricing
- Communicating with the Customer

**PRE-REQUISITE**

**MKT1003/MKT1003X: Principles of Marketing**

## TEXTS

Required Text: Retail Management, Barry Berman, Joel R. Evans, 12<sup>th</sup> Edition  
Reference Text: Retailing Management, Ninth Edition, Michael Levy, Barton A. Weitz and Dhruv Grewal, McGraw Hill International Edition, 2014

## ASSESSMENT METHODS

|  |             |
|--|-------------|
| a) Individual Assignment                             | 20%         |
| b) Starting a New Retail Business (Group assignment) | 30%         |
| c) Final Test  | 50%         |
| <b>TOTAL</b>   | <b>100%</b> |

- a) Individual Test (20%)  
An Individual Test will be given at the end of lecture 7 to test the students' understanding from Lectures 1-6
- b) New Retail Business Plan (30%)  
Students get to form groups of 4-5. Each group to select a business that they would like to explore and create a retail business plan.
- c) Final Test (50%)  
A final written close book test will be held in the last session.

## Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

## Summary of Class Schedule

| Week                            | Readings            | Topic   | Assignments                               |
|---------------------------------|---------------------|---|---|
| 1<br>12/1                       | RM: Chapters 1-2    | a) Course Overview<br>b) Overview and Introduction of Retailing   |   |
| 2<br>19/1                       | RM: Chapters 3      | Strategic Planning in Retailing<br><br>Case Study: Carrefour's and Best Buy's Chinese Adventure   | Retail business plan                      |
| 3<br>26/1                       | RM: Chapter 4 & 5   | Retail Institutions & Store based Strategy<br><br>Case study:   | Retail business plan                      |
| 4<br>2/2                        | RM: Chapter 6       | Non Traditional Retailing<br><br>Case Study: Family Dollar: Reinventing the Discount Store  | Retail business plan                      |
| 5<br>9/2                        | RM: Chapters 7 & 8  | Identifying and Understanding Consumers<br>Information Gathering<br><br>Case Study: 7-Eleven: A New Focus on the Customer ("the Guest") | Retail business plan                      |
| 6<br>16/2                       | RM: Chapter 9 & 10  | Choosing a Store Location   | Retail business plan                      |
| <b>Recess Week (20/2 -28/2)</b> |                     |   |   |
| 7<br>23/2                       | RM: Chapter 11      | Retail Organisation & HR<br><br>Test  | Retail business plan                      |
| 8<br>2/3                        | RM: Chapter 13      | Operations Management<br><br>Case Study: Predicting Retail Worker Engagement  | Retail business plan                      |
| 9<br>9/3                        | RM: Chapters 14-15  | Merchandising<br><br>Consultation   | Retail business plan                      |
| 10<br>16/3                      | RM: Chapter 17 & 18 | Pricing & Retail Image<br><br>Case Study: Making Everyday Seem Special  | Retail business plan                      |
| 11<br>23/3                      | RM: Chapter 19      | Promotional Strategy<br><br>Case Study: Coupons in the Digital Era  | Retail business plan                      |
| 12<br>30/3                      |                     | Revision  | <i>Submission of Retail Business Plan</i> |
| 13<br>6/4                       |                     | Final Test  |   |