

City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A 2010/2011

Part I

Course Title:	Strategic Retail Communication Management
Course Code:	COM5406
Course Duration:	1 Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	NIL
Precursors:	NIL
Equivalent Courses:	NIL
Exclusive Courses:	NIL

Part II

Course Aims

This course aims to:

- provide students with key concepts of retail management and marketing including roles of retailing business, consumer behaviour in retailing, retailing marketing environments and the retail marketing mix;
- equip students with essential retailing management and marketing skills in analyzing and solving business issues in retailing context;
- familiarize students with marketing concepts in developing strategies and brands in retailing context.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Describe the roles and importance of a retailer in distribution channel together with its characteristics;	1
2.	Explain basic principles of retailing and fundamental marketing concepts applied in retailing context;	2
3	Apply various retailing and marketing tools in understanding retail customers, measuring customers' satisfaction and evaluating the effectiveness of retailers' strategies and brand;	3
4.	Apply retailing and marketing concepts in identifying business problems and develop solutions with application in Hong Kong and global retailing business environment	3

(1: Least important CILO; 2: Important CILO; 3: Most important CILO)

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1: Seminar

Key concepts and knowledge of retailing management and marketing are explained and discussed. To assist students in understanding the taught concepts, discussion exercises and real case studies are used in lecture. Videos are used to demonstrate how retailers apply the retailing and marketing concepts to improve their business performance and build their brands.

TLA 2: Business Leader Forums

Senior executives of renowned retailers are invited to share their practical experience on marketing and managing retailing business. The purpose is to enable students to comprehend how retailing principles and marketing concepts are applied in real life situations.

TLA 3: Readings

Reference readings are provided to increase students' knowledge on retailing and marketing concepts.

TLA 4: Consultation

Consultation with lecturer is organized so that students can have either individual based or team based discussion and sharing.

CILO No	TLA 1: Seminar	TLA 2: Business Leader Forums	TLA 3: Readings	TLA 4: Consultation
CILO 1	1	1	1	1
CILO 2	1	2		2
CILO 3	1	2	2	2
CILO 4	1	2	2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

AT1: Class Discussion (20%)

Class discussion exercises are given to assess students' understanding and knowledge on retailing management and marketing concepts.

AT 2: Group Project (50%)

The project is divided into 3 phases. Students are required to submit a project proposal at the end of phase one to describe their objectives and plan for the project. In phase two, students need to conduct research and data analysis. At the end of phase two, they are required to conduct an oral presentation on the findings and analysis, problems identified and recommendation. At the end of phase three, students are required to submit a written report to present their ideas professionally.

AT 3: Final Examination (30%) (Duration: 2 hours)

The examination is designed to gauge students' understanding on retailing and marketing concepts and knowledge, as well as the ability to apply them to solve business problems and evaluate the effectiveness of retailing strategies.

CILO No	AT 1: Class Discussion	AT 2: Group Project	AT 3: Final Examination
CILO 1	2		
CILO 2	2	1	1
CILO 3	1	2	2
CILO 4	1	2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Regulation of the course

Students need to meet the 70% attendance requirement of the Department of Media and Communication for the completion of the course.

Grading of Student Achievement:

Grading Criteria of Assessment Task 1: Class Discussion

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<ol style="list-style-type: none"> 1. Able to always present and communicate retail management and marketing ideas excellently in oral and/or written format to analyze customers, competitors and other retailing issues in weekly classes. 2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of retailing marketing strategy and concepts. 	<ol style="list-style-type: none"> 1. Able to frequently present and communicate retail management and marketing ideas acceptably in oral and/or written format to analyze customers, competitors and other retailing issues in weekly classes. 2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of retailing marketing strategy and concepts. 	<ol style="list-style-type: none"> 1. Occasionally present and communicate retail management and marketing ideas in oral and/or written format to analyze customers, competitors and other retailing issues in weekly classes. 2. Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of retailing marketing strategy and concepts. 	<ol style="list-style-type: none"> 1. Occasionally present and communicate retail management and marketing ideas fairly in oral and/or written format to analyze customers, competitors and other retailing issues in weekly classes. 2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of retailing marketing strategy and concepts.

Grading Criteria of Assessment Task 2: Group Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Able to apply market research to identify all business problems excellently and recommend innovative and/or quality solutions.</p> <p>2. Show excellent command of managerial and analytical skills to current retailing issues.</p> <p>3. Demonstrate effective project management skills, and excellent oral and written communication skills.</p>	<p>1. Able to apply market research to identify most business problems and recommend quality solutions.</p> <p>2. Show good command of managerial and analytical skills to current retailing issues.</p> <p>3. Demonstrate good project management skills, good oral and written communication skills.</p>	<p>1. Able to apply market research to identify some business problems and recommend some quality solutions.</p> <p>2. Show acceptable command of managerial and analytical skills to current retailing issues.</p> <p>3. Demonstrate acceptable project management skills, acceptable oral and written communication skills.</p>	<p>1. Able to apply market research to identify a few business problems and recommend fair solutions.</p> <p>2. Show marginal command of managerial and analytical skills to current retailing issues.</p> <p>3. Demonstrate fair project management skills, fair oral and written communication skills.</p>

Grading Criteria of Assessment Task 3: Final Examination

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Able to recognize all of the retailing management and marketing concepts.</p> <p>2. Show excellent command of retailing management and marketing knowledge in analyzing business problems.</p>	<p>1. Able to recognize most of the retailing management and marketing concepts.</p> <p>2. Show good of retailing management and marketing knowledge in analyzing business problems.</p>	<p>1. Able to recognize some of the retailing management and marketing concepts.</p> <p>2. Show acceptable command of retailing management and marketing knowledge in analyzing business problems.</p>	<p>1. Able to recognize a few of the retailing management and marketing concepts.</p> <p>2. Show marginal command of retailing management and marketing knowledge in analyzing business problems.</p>

Part III

Keyword Syllabus

Roles and Importance of Retailers / Retail Consumer Decision Model / Fundamental Concepts of Retailing / Retail Organization Structure and Management / Retail Marketing Mix / Merchandising and Buying / Retail Loyalty Program and Relationship Management / Retail Strategies / Retailer Brand

Recommended Reading

Text(s)

1. Barry Berman & Joel R. Evans, "*Retail Management, A Strategic Approach*", 10th edition, Prentice Hall 2007.

Reference:

1. Michael Levy & Barton A Weitz, "*Retail Management*", 6th ed., McGrawHill, 2007.
2. Patrick M Dunne, Robert F. Lusch, David A. Griffith, "*Retailing*", 5th ed., Harcourt 2004.
3. Barry J. Davis & Philippa Ward, "*Managing Retail Consumption*", John Wiley & Sons, 2002.

Online Resources

Nil.