

**City University of Hong Kong**  
**Course Syllabus**

**offered by Department of Marketing**  
**with effect from Semester A 2017/18**

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**Part I Course Overview**

**Course Title:** Strategic Retail Management

**Course Code:** MKT5640

**Course Duration:** Intensive Teaching Mode / One Semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) MKT5612 Applied Marketing Research

**Precursors:**  
(Course Code and Title) MKT5611 Consumer/Buyer Behavior

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

This course aims to:

- a). 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;
- b). equip students with essential retailing management and marketing skills in analyzing and solving business issues in retailing context;
- c). provide students with marketing concepts in developing strategies and brands in retailing context.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Carefully observe the roles and importance of a retailer in distribution channel together with its characteristics;		✓		
2.	Explain basic principles of retailing and fundamental marketing concepts applied in retailing context;			✓	
3.	Apply various retailing and marketing research tools in understanding retail customers, identifying business problems and evaluating the effectiveness of retailers' strategies and brand;			✓	
4.	Devise creative and practical solutions together with business strategies to problem identified.				✓
		100%			

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Seminar	Key concepts and knowledge of retailing management and marketing are explained and discussed. To assist students in understanding the taught concepts, discussion exercises, real case studies and multi-media materials are used in lecture.	✓	✓	✓	✓	
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.	✓	✓	✓		
Readings	Reference readings are provided to increase students' knowledge on retailing and marketing concepts	✓	✓			
Consultation	Consultation with lecturer is organized so that students can have either individual based or team based discussion and sharing.	✓	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 70%						
<u>Class Discussion</u> Class discussion exercises are given to assess students' understanding and knowledge on retailing management and marketing concepts.	✓	✓	✓	✓	20%	
<u>Group Project</u> Students need to conduct research and data analysis on one retailer either in Hong Kong or other countries or develop a new retail business. At the end of the course, they are required to conduct an oral presentation and submit a written report on the findings and analysis, problems identified and recommendation.		✓	✓	✓	50%	
Examination: 30% (duration: 2 hours)						
Final Examination		✓	✓		30%	
					100%	

#### Regulation of the course

1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.
2. Students are required to pass **BOTH coursework and examination** components in order to be awarded a pass.
3. Students' final grades are subject to the Assessment Panel or its delegate's final decision.

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion	1.1 Able to always 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.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 Participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of retailing marketing strategy and concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project	2.1 Able to apply market research to identify all business problems excellently and recommend innovative and/or quality solutions.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2 Show command of managerial and analytical skills to current retailing issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 Demonstrate project management skills, and excellent oral and written communication skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Final Examination	3.1 Able to recognize all of the retailing management and marketing concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 Show command of retailing management and marketing knowledge in analyzing business problems.	High	Significant	Moderate	Basic	Not even reaching marginal levels

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

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 / Store Design and Store Concept / Visual Merchandising / Retail Strategies / Retailer Brand

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Barry Berman & Joel R. Evans, <i>“Retail Management, A Strategic Approach”</i>
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**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	Michael Levy & Barton A Weitz, <i>“Retail Management”</i>
2.	Robert F Lusch, Patrick M Dunne, James R Carver, <i>“Introduction to Retailing”</i>
3.	Barry J. Davis & Philippa Ward, <i>“Managing Retail Consumption”</i>
4.	Mary L Roberts & Debra Zahay, <i>“Internet Marketing, Integrating Online and Offline Strategies”</i>