

MKT4624: RETAIL MANAGEMENT

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Retail Management

Subject Code

MKT - Marketing

Course Number

4624

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing or
MKT2681 Introduction to Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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) familiarize students with marketing research relevant to retailing business with applications in Hong Kong business environments.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Explain the roles and importance of a retailer in the distribution channel together with its characteristics;	10	x		
2	Explain basic principles of retailing and fundamental marketing concepts applied in retailing context;	25		x	
3	Apply retailing and marketing concepts, including relevant research tools, to identify business problems in retailing business environment;	25		x	
4	Devise creative and practical solutions to problems identified;	30			x
5	Work productively as part of a team, and communicate effectively both in written and oral format.	10		x	

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will gain concepts and knowledge of retailing management and marketing. Various discussion exercises are used in every lecture. Videos demonstrate how retailers apply retailing and marketing concepts to improve their business performance.	1, 2, 3, 4, 5

2	Readings	Students will read reference readings to increase their knowledge of retailing concepts and how they are applied in Hong Kong' s retailing sector.	1, 2, 3, 4	
3	Consultation	Students will consult the lecturer for individual- or team-based discussion and sharing.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion Class discussion exercises are given to assess students' understanding and knowledge on services marketing concepts. In addition, individual based revision exercise will be assigned to students regularly.	1, 2, 3, 4, 5	20	
2	Quiz The test is designed to gauge students' understanding on retail management and marketing concepts.	1, 2, 4	30	

3	<p>Group Project</p> <p>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. Peer evaluation will be conducted.</p>	1, 2, 3, 4, 5	50	
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Class Discussion

Criterion

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.
2. Participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of retailing marketing strategy and concepts.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Quiz

Criterion

1. Able to recognize all of the retailing management and marketing concepts.
2. Show command of retailing management and marketing knowledge in analyzing business problems.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project

Criterion

1. Able to apply market research to identify all business problems excellently and recommend innovative and/or quality solutions.
2. Show command of managerial and analytical skills to current retailing issues.
3. Demonstrate project management skills, and excellent oral and written communication skills.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Roles and importance of retailers. Retail consumer decision model. Fundamental concepts of retailing. Retail organization structure and management. Retail marketing mix. Retail loyalty program and relationship management.

Reading List

Compulsory Readings

Title	
1	Barry Berman & Joel R. Evans, "Retail Management, A Strategic Approach", Prentice Hall.

Additional Readings

Title	
1	Michael Levy & Barton A Weitz, "Retail Management", McGrawHill.
2	Patrick M. Dunne, Robert F. Lusch & David A. Griffith, "Retailing", South-Western Cengage Learning.
3	Barry J. Davis & Philippa Ward, "Managing Retail Consumption", John Wiley & Sons.