Course Specifications

Course Title:	Retail Management
Course Code:	**MKT360**
Program:	**Bachelor**
Department:	**Marketing**
College:	**CBA**
Institution:	**PSU**

Table of Contents

A. Course Identification

1. Credit hours: **3**	

2. Course type
a.   University ☐   College ☐   Department ☑   Others ☐
b.   Required ☐   Elective ☑

3. Level/year at which this course is offered: Senior

4. Pre-requisites for this course (if any)**: MKT301**

5. Co-requisites for this course (if any)**: NA**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	0	
2	**Blended**	45	
3	**E-learning**	0	
4	**Correspondence**	0	
5	**Other**	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	**Lecture**	45
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	45
Other Learning Hours*		
1	**Study**	10
2	**Assignments**	10
3	**Library**	5
4	**Projects/Research Essays/Theses**	10
5	**Others** (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

<table>
<tr><td colspan="2">1. Course Description</td></tr>
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This course focuses on the study of policies, strategies, methods, and procedures for marketing in a retail environment. Major topics include: the social, legal, ethical, and international issues associated with retail marketing, target market analysis, development of the retail marketing mix, the relationships among retailing, major marketing functions, and other business functions, use of technology to improve systems and performance in retail environments, and recent retail trends.
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2. Course Main Objective
- To understand the structure, functions, design, implementation, and the role of retail
- To show why the retailing concept is the foundation of a successful business, with an emphasis on the total retail experience, customer service, and relationship retailing
- To show the value of strategic planning for all types of retailers
- To explain the steps in strategic planning for retailers: situation analysis, objectives, identification of consumers, overall strategy, specific activities, control, and feedback

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge:**	
1.1	To define retailing, consider it from different perspectives, demonstrate its impact, and note its special characteristics	1
1.2	To introduce the concept of strategic planning and apply it	2
1.3	To show why the retailing concept is the foundation of a successful business, with an emphasis on the total retail experience, customer service, and relationship retailing	1,2
2	**Skills:**	
2.1	To study different types of retail institutions and explore the newly established channels	1, 2, 3, 4, 5, 6
2.2	To explain the steps in strategic planning for retailers: situation analysis, objectives, identification of consumers, overall strategy, specific activities, control, and feedback	3,4,7
3	**Competence:**	
3.1	Illustrate presentation skills using appropriate technology application	4,5
3.2	Demonstrate ability to work in groups.	7

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	1
2	Chap.1: An Introduction to Retailing	3
3	Chap. 2: Building and Sustaining Relationships to Retailing	3
4	Chap. 3: Strategic Planning in Retailing	6
5	Chap. 4: Retail Institutions by Ownership	3
6	Chap. 6: Web, Nonstore-Based, and Other Forms of Nontraditional	3

	Retailing	
7	Chap. 7: Identifying and Understanding Consumers	3
8	Chap. 9: Trading-Area Analysis	3
9	Chap. 10: Site Selection	3
10	Chap. 17: Pricing in Retailing	3
11	Chap. 18: Establishing and Maintaining a Retail Image	6
12	Chap. 19: Promotional Strategy	3
13	Group project	3
14	Course wrap up	2
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge**		
1.1	Knowledge	Lecture instruction In class discussions Videos Weblinks	Major and Final Exams
2.0	**Skills**		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation In class discussions Video cases discussions Cases	Assignments, Case Studies, Exams, Project
2.2	Interpersonal Skills & Responsibility	Lecture instruction Group assignments Presentation In class discussions Video cases discussions Cases	Presentations and project report
…			
3.0	**Competence**		
3.1		Individual Presentation, Project report	Project report and Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Second major exam	(Week 10)	20%
3	Group project	(Week 12)	10%
5	Presentation	(Week 13)	5%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
6	Final exam		40%
	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:
Due to Covid 19 students may take appointments
for online meetings, and if needed physical
meetings as well.
Students can contact the instructor as below:
Email: dfakhri@psu.edu.sa;   Office number: Building 101/Room W323

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Berman B. & Evans, J. (2018) Retail Management: A Strategic Approach, 13th Edition; Pearson, Harlow.
Essential References Materials	Retailing Management 8th Edition, Michael Levy, Barton Weitz
Electronic Materials	Journal of retailing, Journal of marketing channel Moodle (https://wlms.psu.edu.sa/) and YouTube for course materials
Other Learning Materials	The instructor may provide some relevant materials.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Google meet, LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer MOODLE system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NA

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	