AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Retail Management						
Course Code		PAR205		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	5	Workload	125 *(Hours)*	Theory	2	Practice	2	Laboratory	0

Objectives of the Course	Basically it is means to classify products in the industry and customer characteristics, to classify the retailer businesses, to be able to determine the type of the place, to learn about the store arrangement. The class also pertains to planning process, price management, communication management, preparation of budget determination together with programming of the communication program me.
Course Content	The categories of retail types, and their qualities, financial status are to be defined within the course programme. It intends to management of retail categories and contribution of its construction. The type of retail management and its purchasing behavior within the customer management and its relation with customer management. To contribute product diversification, and its selection within the retail management concept. To contribute pricing strategies, communication strategies. It is expected to define communication methods and its budget in the context. Finally, it is aimed at planning of the communication programme.
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion
Name of Lecturer(s)	

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	The Basics of Retail Management-Assoc. Kemal AYDIN

Week	Weekly Detailed Course Contents	
1	Theoretical	To specify retail management and the type of placement.
2	Theoretical	To specify retail enterprise management and its types.
3	Theoretical	To define the qualities of enterprise types.
4	Theoretical	To collect information about retail shop styles.
5	Theoretical	To define information about retail shop organizations.
6	Theoretical	To obtain retail management types.
7	Theoretical	To contribute category management
8	Theoretical	To contribute product diversification planning process.
9	Intermediate Exam	Midterm
10	Theoretical	To carry on product diversification process.
11	Theoretical	To retail management systems.
12	Theoretical	To contribute product pricing strategies.
13	Theoretical	To contribute pricing strategies management
14	Theoretical	To define retail management methods and its budgets.
15	Theoretical	To define retail communication planning programmme
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Assignment	57	0	1	57
Midterm Examination	1	5	1	6

Final Examination	1	5	1	6
		Total Workload (Hours)		125
		[Total Workload (Hours) / 25*] = **ECTS**		5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To segment retailer shops
2	To analyze retailer shops in accordance with their products
3	To segment the market and select the right market segment
4	To contribute marketing product life cycle.
5	To construct marketing purchasing and pricing strategies.

Programme Outcomes *(Marketing)*

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	2	5	4	3	5
P2	4	1	3	2	1
P3	5	3	5	4	3
P4	4	4	2	4	4
P5	5	4	4	5	4
P6	5	3	3	5	3
P7	4	5	5	5	5
P8	4	4	4	4	4
P9	5	5	5	3	4
P10	5	4	4	3	4
P11	4	4	3	5	5
P12	2	2	5	5	5
P13	5	5	4	5	5
P14	5	5	4	5	5