



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Retail Management								
Course Code	PZL204			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	7	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	This course enables students to learn today's retailing sector. Working through a strategy of integrated companies that are not pre-designated and cannot keep up with the changing world and are striven in vain. This course is a complex strategic decision-making in today's changing retail environment, retailers are introducing how to approach planning to do, shows how the adaptation process should go through. Identifying the target customer base, information gathering, selecting store location, managing retailing companies, trade management, focuses on issues of pricing and customer relations.								
Course Content	Retail businesses recognize, to know the properties, classify, store layout enterprises, product diversification, the customer approaches the customer objections, the price and determine the subjects are given to say.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Basis of Retail Management, Kenan AYDIN, Nobel Yayın Dağıtım
2	Retail Store Management, Anadolu Üniversitesi Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Classify the types of businesses and retailers to determine
	Preparation Work	Instruction book
2	Theoretical	Determine characteristics of retail operations
	Preparation Work	Instruction book
3	Theoretical	Store retail operations in order to obtain information about
	Preparation Work	Instruction book
4	Theoretical	Store retail operations in order to obtain information about
	Preparation Work	Instruction book
5	Theoretical	Retailer to obtain financial information on business
	Preparation Work	Instruction book
6	Theoretical	Retailer to obtain financial information on business
	Preparation Work	Instruction book
7	Theoretical	Contribute to the establishment of category management
	Preparation Work	Instruction book
8	Preparation Work	Instruction book
	Intermediate Exam	Mid term exam
9	Theoretical	Product diversification contribute to the planning process
	Preparation Work	Instruction book
10	Theoretical	Determine the retail purchasing systems
	Preparation Work	Instruction book
11	Theoretical	Determine the retail purchasing systems
	Preparation Work	Instruction book
12	Theoretical	Retailer business to contribute to the selection method of pricing
	Preparation Work	Instruction book
13	Theoretical	Retailer of the budget of the enterprise communication methods and determine



13	Preparation Work	Instruction book
14	Theoretical	To contribute to the planning of retail communications program
	Preparation Work	Instruction book
15	Theoretical	An overview of the course
	Preparation Work	Instruction Book
16	Preparation Work	Instruction book
	Final Exam	Final exam
17	Preparation Work	Instruction book
	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Assignment	2	4	0	8
Reading	10	2	0	20
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to know retail businesses, and knows the properties of classes
2	To be able to know this kind of product diversity in enterprises is dominated by the size of price adjustment, and customer relations.
3	To be able to create his own methods and style of communication methods .Retail enables enterprises
4	To be able to Practice what they learned

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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

	L1	L2	L3	L4
P1	5	5	5	5
P2	1	1	1	5
P3	1	1	1	1
P4	5	4	1	4
P5	1	1	1	1
P6	1	1	1	1
P7	1	1	1	1



P8	1	4	5	1
P9	3	4	1	1
P10	3	4	5	1
P11	1	1	1	5
P12	1	1	1	1
P13	1	3	3	3
P14	1	1	1	1
P15	1	1	1	1

