



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Retail Management							
Course Code		PMP204		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course allows students to learn the retail sector today. Not predetermined and works for a company that is not integrated with a strategy not keep pace with the changing world and that efforts would be in vain. This course introduces the strategic decision-making approach to planning in changing how retailers today's complex retail environment to do is show you how to go through the adoption process. identifying the target customer, information gathering, selecting store locations, the company managing the retail, trade management, pricing, and customer relationship focuses on the subject.							
Course Content		Retail businesses recognize, know the characteristics, classifying, enterprises store layout, product diversification, customer proximity, customer objections, saying the price and determine the topics given.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Perakende Yönetimi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Retail businesses and to determine where to classify types
2	Theoretical	To determine the characteristics of the retail business
3	Theoretical	To obtain information about store layout of retail businesses
4	Theoretical	To obtain information about store layout of retail businesses
5	Theoretical	Retailers to obtain financial information company
6	Theoretical	Retailers to obtain financial information company
7	Theoretical	To contribute to the creation of category management
8	Intermediate Exam	Midterm
9	Theoretical	Contribute to the diversification of product planning process
10	Theoretical	To determine the retail purchasing system
11	Theoretical	To determine the retail purchasing system
12	Theoretical	Retailers contribute to the selection of the company's pricing method
13	Theoretical	Retailers and communication methods to determine the budget of the company
14	Theoretical	To contribute to the planning of retail communications program
15	Theoretical	Ders hakkında öğrenilenlerin genel tekrarı



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	11	1	12
Final Examination	1	9	1	10
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1	L2	L3
P1	5	5	5
P2	5	5	5
P3	5	5	5
P4	5	5	5

