

Center : Barcelona

Course: **Retail Management**

Semester: 2 (Spring)

Credits: 6

Duration: 45 hours

Language of instruction: English

Instructors: Dr. Felipe Botaya (DBA)

DESCRIPTION

Retailers today must make complex decisions about selecting the appropriate target market and locations, determining what merchandise and service to offer, training and motivating retail employees, and deciding how to price products and present merchandise. The objective of this course is to enrich learners' understanding of retailing. To survive and prosper in the retail jungle, retailers must build a path based on well developed strategic plans and use state of art information and distribution systems to implement them. Thus, learners are exposed to well established retail strategic framework and relevant research encompassing various areas of retailing. An applied perspective is adopted whereby learners are encouraged to apply concepts and perspectives learned in the course.

At the same time from a Company point of view Retail Management means to know and control the outlet and the distribution channel. The battle is located in the outlet and companies have been historically working with the sales force to sell and to sending consumers to the outlet. The question arises immediately: who control the shop, the outlet, the point of sales? We need to fill this gap.

Retail Management deals with how to work with the channel and outlets having in mind the win-win principle. Retail is a crucial issue in a market with so many competitors, similar products and prices. The Company that controls this will be the winner with no doubt. A typical retail management strategy for a manufacturing business might research the retail process that distributes the finished products created by the business to consumers to determine and satisfy what buyers want and require.

But if you want be involved with retail you need to understand some principles and follow strictly the necessary steps that this module offers. Retail is not just a matter of prices and products. Is much more than this. So a good Sales or Marketing Director need to know this.

As a summary of this topic: Retail Management is a process of promoting greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company.

PREREQUISITES

None

ATTENDANCE POLICY

Attendance is mandatory for all classes, including field studies. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

LEARNING OUTCOMES

By the end of the course, students are able to:

- Understand how Retail Management work
- To apply ideas in order to develop good contact with Retail.
- Understand the importance of analysis for enabling conclusions and proposing suitable creative marketing strategies and actions.
- Identify strengths, weaknesses, opportunities and threats (SWOT analysis) in order to develop a marketing and sales actions in retail.

METHOD OF PRESENTATION

- Lectures and discussions: Lectures with appropriate visual support provide the theoretical content of the sessions. Class discussions facilitate the students' ability to connect reading and lectures, analysing or applying concepts.
- Class participation: Students are expected to participate in group activities and in the discussions based on the course readings.

FIELD WORK

Retail market is advancing very fast in terms of displays, promotions, packs, etc. The students will visit different kind of outlet, going from food, to services. They will visit the outlets as customers do, but acting like retail researchers, observing, interviewing, collecting data and visual information.

REQUIRED WORK AND ASSESSMENT METHODS

- Journals - 25%
- Oral presentation - 35%
- Participation - 15%
- Field work- 25%

Journals. Students will write a journal about their field studies, providing an analytical vision and developing lecture content. They will also need to do research and introduce other sources of information to complement the content provided.

Oral presentations. Students will present their papers to the class with the help of images.

COURSE OUTLINE

A) UNDERSTANDING THE CONSUMER (4 weeks)

How to innovate and obtain value – 2 session

Identifying and Understanding Consumers – 2 sessions

Purchasing circuit – 1 sessions

Consumer profiles – 1 session

Evolution of the purchasing reasons – 2 sessions

B) RETAIL MANAGEMENT: KEY ISSUES (5 weeks)

What is it? Introduction to Retailing -2 sessions

Sales and Marketing: is enough? – 2 sessions

Trade Marketing: Visual/Merchandising/CatMan – 2 sessions

Atmosphere and Visual Merchandising – 1 session

Service: interaction employees and clients – 2 sessions

Building and Sustaining Relationships in Retailing – 1 session

C) RETAIL MANAGEMENT IN A SHOP (4 weeks)

Developing a Retail Strategy – 2 sessions

Merchandising and Assortment Planning – 2 sessions

Store Layout and Design – 1 session

Promotions and Advertising in Retail – 1 session

Multi-Channel Retailing – 1 session

SCM in Retailing – 1 session

BIBLIOGRAPHY

- Lewis, Robin, Dart, Michael (2014). *The New Rules of Retail: Competing in the World's Toughest Marketplace*. New York: Palgrave Macmillan
- Levy, Michael, Weitz, Barton (2013). *Retailing Management*. New York: McGraw Hill
- Reyhle, Nicole. Prescott, Jason (2014). *Retail 101: The Guide to Managing and Marketing Your Retail Business*. New York: McGraw Hill

REQUIRED READINGS

<http://www.mbanetbook.co.in/2010/12/major-types-of-retail-stores-retail.html>

<http://www.civilserviceindia.com/subject/Management/notes/retail-management.html>