

HERIOT-WATT MBA MARKETING  
COURSE OUTLINE



**PROGRAMME:** Heriot Watt MBA  
**DURATION:** 6:00 - 9:00pm  
**DAY(S):** Tuesday  
**MODE:** Part-Time  
**COMPONENT:** Principles of Retailing  
**LECTURER:** Dionne Ligoure  
**CAMPUS:** Champs Fleurs

**Contract Hours:** 50  
**Actual Hours:** 50

Lecture Number	Lecture Day & Date		Time	Hrs	Cum Hrs	Lecture Topic (s)	No./ Type of Session	Important Concepts/ Ideas to know	Expected Reading	Other Matters	Questions	Items Due For Next Class
1	Tues	7-Jan-2014	6-9 p.m.	3.0	3.0	The Retail Environment	1	Introduction Consumer The Retail Response The Role of Government	The Changing  Chapter 1		Case Study 2: Roberts <b>reference to a major food retailer, present four possible responses to the current retail environment designed to maintain or improve the company's competitive advantage.</b>  <b>With</b>	Questions and Chapter 2 reading
2	Tues	14-Jan-2014	6-9 p.m.	3.0	6.0	Theories of Retail Change	1	Introduction Cyclical Theories Environmental Theories Theory Combined Theory	Conflict  Chapter 2		Case Study 2: Roberts (to be given) Charles Tyrwhitt (to be given)	Chapter 3 reading
3	Tues	21-Jan-2014	6 - 9 p.m.	3.0	9.0	Retail Strategy	1	Introduction The Strategic Planning Process Corporate Strategy and Objectives Environmental Analysis and Analyses Strategic Choice Location Strategy	Resource Audit  Chapter 3		The owners of L'Heure Bleue, a long-established jewellery retailer with 8 outlets in Paris and key resorts in France, want to achieve major expansion of their business in France and beyond to other EU member states within the next 10 years. At this very early stage they have asked you to discuss with them the main methods of expansion. You have been asked to advise on store improvements. In this particular retail store, security is a vital issue. Required: Assess the main alternative routes to expansion summarising the benefits and drawbacks of each method before proposing a suitable expansion strategy.  Case Study 1: Case Study - Two hatters	Question and Chapter 4 reading
4	Tues	28-Jan-2014	6 - 9 p.m.	3.0	12.0	The Development of Retail Marketing	1	Introduction What is Retail Marketing? Marketing Environment Marketing Strategy and Objectives	Chapter 4		Tommy Hilfiger Case (to be given)	
5	Tues	4-Feb-2014	6 - 9 p.m.	3.0	15.0	The Development of Retail Marketing	1	Market Segmentation Retail Branding The Service Marketing Mix	Chapter 4		La Cloche (to be given)	Question and Chapter 5

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6	Tues	11-Feb-2014	6 - 9 p.m.	3.0	18.0	Retail Buying in the Twenty-first Century	1	The Role of the Retail Buyer The Principal Buying Activities Measuring the Performance of the Buying Function The Defining Issues in Retail Buying Centralised Buying and Offshore Sourcing Strategies	Chapter 5			
7	Tues	18-Feb-2014	6 - 9 p.m.	3.0	21.0	Retail Buying in the Twenty-first Century	1	The Defining Issues in Retail Buying Centralised Buying and Offshore Sourcing Strategies	Chapter 5			Question and Chapter 6
8	Tues	25-Feb-2014	6 - 9 p.m.	3.5	24.5	Retail Logistics	1	Introduction Supply Chain Management: Theoretical Perspectives Quick Response (QR) and Efficient Consumer Response (ECR) The Retail Supply Chain Logistics 'Culture' in International Markets The Internationalisation of Logistics Practice Future Challenges	Differences in Chapter 6		<b>In the last 20 years, logistics has achieved prominence in retailers' boardrooms, primarily because of the impact which the application of supply chain techniques can have on a retailer's competitive position and profitability. Discuss.</b>	Question and Chapter 7
9	Tues	11-Mar-2014	6 - 9 p.m.	3.5	28.0	Adding Value through Customer Service	1	Introduction Customer Service Defined Service Characteristics and their Implications for Customer Service Quality of Customer Service Managing Customer Service Implementing Good Customer Service in Retailing	Improving the Chapter 7		Case Study 2: Woolworths, Australia (to be given) Joules (to be given) Case Study 1: La Cloche (to be given)	Question and Chapter 8
10	Tues	18-Mar-2014	6 - 9 p.m.	3.5	31.5	Retail Selling	1		Chapter 8		Case Study 2: Beales Department Stores (to be given)	Question and Chapter 9
12	Tues	25-Msr-2014	6 - 9 p.m.	3.0	#REF!	Retail Security	1	Introduction The Scale of Retail Crime Types of Retail Crime Dealing With Retail Theft – UK Retail Loss Prevention	Causes of Shrinkage Chapter 9			Question and Chapter 10
13	Tues	1-Apr-2014	6 - 9 p.m.	3.0	41.0	Merchandising in Retailing	1	Introduction Managing the Financial Performance of the Product Range Management of Space Contribution of Merchandising to Category Management The Dimensions of Visual Merchandise Management	The Chapter 10		Imagine you have left your job as senior buyer for a fashion retailer for an appointment as head of buying for a major grocery retailer which is developing fashion departments within its hypermarkets. You are putting together a team of specialists who will work together to ensure the smooth operation of the buying function. Explain the activities you feel are essential to the buying function and indicate the range of specialists you will need. 2. Evaluate the role of visual merchandising in retail branding and marketing. Provide supporting examples of good and poor practice.	Question and Chapter 11

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14	Tues	8-Apr-2014	6-9 p.m.	3.0	44.0	The Internationalisation of Retailing	1	Introduction Internationalisation of Concepts Sourcing of Products and Services Internationalisation of Store Development Towards a Conceptual Framework The Reshaping of the Global Retail Market	Chapter 11		Case Study 2 Natuzzi (to be given out) Value Retail (to be given out) Case Study 1: <b>Evaluate the contribution that internationalisation can make to the strategic capability of retailers. (Total 40 marks)</b>	Question and Chapter 12
15	Tues	15-Apr-2014	6-9 p.m.	3.0	47.0	Electronic Commerce and Retailing	1	Introduction The Growth and Development of the E-Commerce Market The E-Commerce Consumer E-Tail Store Development Online Store Attributes The Online Grocery Market E-Fulfilment	Chapter 12		Tesco is the largest online grocery retailer in the world. It was the first UK retailer to offer national delivery for online grocery shoppers. Groceries were delivered to customers from a nearby Tesco store and they were charged a standard delivery charge of £5. Tesco eventually opened a distribution centre dedicated to supplying online shoppers in the densely populated London region. The company also developed a range of delivery charges which varied by day and time, from £3 to £6. Unlike some competitors, however, Tesco does not have higher delivery charges for small orders. <b>Part a)</b> Consider the advantages and disadvantages of store versus dedicated picking models for e-commerce orders and explain why Tesco eventually opened a distribution centre dedicated to supplying customers in the densely populated London region. <b>Part b.</b> Why did Tesco introduce such complex delivery payments for online grocery shopping? Consider alternative solutions to ‘the last mile problem’ within your answer. <b>2.</b> ‘Success in the e-commerce market will be largely dependent upon getting fulfilment and, therefore, logistics right.’ (Ferne, Fernie and Moore). Discuss this statement with reference to grocery e-tailing in the US and the UK.	
16	Tues	22-Apr-2014	6 - 9 p.m.	3.0	50.0	REVIEW	1					

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**Key / Legend**  
Ll = Lecture    T=Tutorial    Lb = Lab    EP = Exam Prep

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Lecturer Signature

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Course Administrator Signature

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Date Submitted

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Date received

**Last Notes: SBCS reserves the right to make changes to the information contained herein. Any changes effected to the information contained herein will be made known to all students concerned via class announcement. It is thus the responsibility of the student to attend all classes and to keep abreast of matters should they be absent from any class session. Students are advised and encouraged to contact their fellow classmates for updates where class sessions have been missed.**

**Date syllabus last modified: Jan 3, 2012**

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Unit Manager Signature

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Quality Assurance Manager Signature

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Executive Director Signature

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