

**HERIOT-WATT MBA MARKETING
COURSE OUTLINE**



PROGRAMME: Heriot Watt MBA
DURATION: 6:00pm - 9:00pm
DAY(S): Thursday
MODE: Part-Time
COMPONENT: Principles of Retailing
LECTURER: Trijata Manoj
CAMPUS: Trinity

Contract Hours: 48
Actual Hours: 48

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	Thur 9-Jul-2015	6:00pm - 9:00pm	3.0	3.0	The Retail Environment	1/Lt	Introduction Consumer The Retail Response The Role of Government	The Changing Chapter 1			Questions and Chapter 2 reading
2	Thur 16-Jul-2015	6:00pm - 9:00pm	3.0	6.0	Theories of Retail Change	2/Lt	Cyclical Theories Environmental Theories Combined Theory	Conflict Theory Chapter 2			Chapter 3 reading
3	Thur 23-Jul-2015	6:00pm - 9:00pm	3.0	9.0	Retail Strategy	3/Lt	The Strategic Planning Process Corporate Strategy and Objectives Environmental Analysis and Analyses Strategic Choice Location Strategy	Resource Audit Chapter 3			Question and Chapter 4 reading
4	Thur 30-Jul-2015	6:00pm - 9:00pm	3.0	12.0	The Development of Retail Marketing	4/Lt	What is Retail Marketing? Marketing Environment Marketing Strategy and Objectives Segmentation Retail Branding The Service Marketing Mix	Market Chapter 4			Question and Chapter 5
5	Thur 6-Aug-2015	6:00pm - 9:00pm	3.0	15.0	Retail Buying in the Twenty-first Century	5/Lt	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 Issues in Retail Buying Centralised Buying and Offshore Sourcing Strategies	The Defining Chapter 5			Question and Chapter 6
6	Thur 13-Aug-2015	6:00pm - 9:00pm	3.0	18.0	Retail Logistics	6/Lt	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			Question and Chapter 7
7	Thur 20-Aug-2015	6:00pm - 9:00pm	3.0	21.0	Adding Value through Customer Service	7/Lt	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			Question and Chapter 8
8	Thur 27-Aug-2015	6:00pm - 9:00pm	3.0	24.0	Retail Selling	8/Lt	Relate the amount and quality of time retail salespeople spend actively selling to: □ product classification; □ types of buying decision; □ stages in the buying process; □ discuss retail sales roles and the activities involved in the retail sales process; □ understand the role of retail selling in the promotional mix.	Chapter 8			Question and Chapter 9
9	Thur 3-Sep-2015	6:00pm - 9:00pm	3.0	27.0	Retail Security	9/Lt	Causes of Shrinkage The Scale of Retail Crime Types of Retail Crime Dealing With Retail Theft – UK Retail Loss Prevention	Chapter 9			Question and Chapter 10
10	Thur 10-Sep-2015	6:00pm - 9:00pm	3.0	30.0	Merchandising in Retail	10/Lt	Managing the Financial Performance of the Product Range Management of Space of Merchandising to Category Management The Dimensions of Visual Merchandise Management	The Contribution Chapter 10			Question and Chapter 11
12	Thur 17-Sep-2015	6:00pm - 9:00pm	3.0	33.0	The Internationalisation of Retailing	11/Lt	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			Question and Chapter 12
13	Thur 24-Sep-2015	6:00pm - 9:00pm	0.0	33.0			PUBLIC HOLIDAY				
14	Thur 1-Oct-2015	6:00pm - 9:00pm	0.0	33.0			NO CLASS				
15	Thur 8-Oct-2015	6:00pm - 9:00pm	3.0	36.0	Electronic Commerce and Retailing	12/Lt	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-Fulfillment	Chapter 12			
16	Thur 15-Oct-2015	6:00pm - 9:00pm	3.0	39.0	Past Paper Review	1/EP	Past Paper Review				
17	Thur 22-Oct-2015	6:00pm - 9:00pm	3.0	42.0	Past Paper Review	2/EP	Past Paper Review				
18	Thur 29-Oct-2015	6:00pm - 9:00pm	3.0	45.0	Past Paper Review	3/EP	Past Paper Review				
19	Thur 5-Nov-2015	6:00pm - 9:00pm	3.0	48.0	Past Paper Review	4/EP	Past Paper Review				

Key Legend
 Lt = Lecture T = Tutorial Lb = Lab EP = Exam Prep

 Lecturer Signature

 Course Administrator Signature

 Date Submitted

 Date received

Last Notes: SBSC 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

 Unit Manager Signature

 Quality Assurance Manager Signature

 Executive Director Signature

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