

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 745	Strategic Management in Retailing	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	<ul style="list-style-type: none">- Learning the basic concepts of retailing,- Understanding the dynamics of retail strategies,- Learning the types of retailers,- Understanding retailing activities and policies,- Understanding of new trends and developments in retailing.
Content	<p>Week 1: The Definition, Scope and Functions of Retailing</p> <p>Week 2: Store Based Retailing</p> <p>Week 3: Online Retailing</p> <p>Week 4: Multi-Channel Retailing</p> <p>Week 5: Consumer Behavior</p> <p>Week 6: Market Strategies in Retail</p> <p>Week 7: Location Retail Site Selection</p> <p>Week 8: Midterm</p> <p>Week 9: Organizational Structure and Human Resources Management in Retail</p> <p>Information Systems and Supply Chain Management</p> <p>Week 10: Customer relationship management</p> <p>Week 11: Merchandise Management</p> <p>Week 12: Holiday</p> <p>Week 13: Retail Pricing</p> <p>Week 14: Store Management</p>
References	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork.(Ders kitabı)

Theory Topics

Week	Weekly Contents
1	The Definition, Scope and Functions of Retail
2	Store Based Retailing
3	Online Retailing
4	Multi-Channel Retailing
5	Consumer Behavior
6	Market Strategies in Retailing
7	Location / Retail Site Selection
8	Midterm
9	Organizational Structure and Human Resources Management in Retail
10	Customer Relationship Management
11	Merchandise Management
12	Holiday
13	Retail Pricing
14	Store Management