

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML522	Strategic Retail Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	<p>This course aims to teach the basic concepts, principles and practices of retail management and new trends and developments in retailing. The aims of the course are:</p> <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: Definition, Scope and Functions of Retailing</p> <p>Week 2: Store Based Retailing</p> <p>Week 3: Storeless Retailing</p> <p>Week 4: Consumer Behavior in Retailing</p> <p>Week 5: Market Strategies in Retailing</p> <p>Week 6: Location</p> <p>Week 7: Midterm exam</p> <p>Week 8: Retail Location Selection</p> <p>Week 9: Organizational Structure and Human Resources Management in Retailing; Information Systems and Supply Chain Management</p> <p>Week 10: Customer Relationship Management; Product management</p> <p>Week 11: Pricing</p> <p>Week 12: Retail Communication Mix</p> <p>Week 13: Store Management</p> <p>Week 14: Customer Service</p>
References	Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)

Theory Topics

Week	Weekly Contents
1	Definition, Scope and Functions of Retailing
2	Store Based Retailing
3	Storeless Retailing
4	Consumer Behavior in Retailing
5	Market Strategies in Retailing
6	Location
7	Midterm Exam
8	Retail Location Selection
9	Organizational Structure and Human Resources Management in Retailing; Information Systems and Supply Chain Management
10	Customer Relationship Management; Product Management
11	Pricing
12	Retail Communication Mix
13	Store Management
14	Customer Service