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