

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| Mİ627 | | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| 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 |