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	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., Retailing Management, McGraw Hill Inc., NewYork.			
	Journal of Retailing			

Theory Topics

Week	Weekly Contents
1	The Definition, Scope and Functions of Retail
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