Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ627	Strategic Retail Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
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

Week	Weekly Contents
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