

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------|----------|--------|----------|-----|--------|------|
| G444 | Retail Management | 6 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | G342 |
| Admission Requirements | G342 |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | This course aims to teach the fundamental concepts, principles and strategies of retailing management. |
| Content | <p>Week 1. Basic concept in retailing</p> <p>Week 2. Types of retailers</p> <p>Week 3. Types of retailers</p> <p>Week 4. Retail consumption management</p> <p>Week 5. Retail market strategies</p> <p>Week 6. Location strategies</p> <p>Week 7. Site selection strategies</p> <p>Week 8. Mid-term Exam</p> <p>Week 9. Information systems and supply chain management organization structure and human resource management</p> <p>Week 10. Customer relationship management. Merchandise management</p> <p>Week 11. Pricing strategies</p> <p>Week 12. Retailing communication mix policies</p> <p>Week 13. Store management principles</p> <p>Week 14. Store design principles. Customer services</p> |
| References | <p>? Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)</p> <p>? Karfft, Manfred, Manrala, Murali K. (editors), (2006), Retailing in the 21st Century: Current and Future Trends, Springer, New York.</p> <p>• Varley R. ve Rafiq M., (2004) Principles of Retail Management, Palgrave Macmillan, UK</p> <p>? Tek, Ö.B. ve Orel, D.F. (2006), Perakende Pazarlama Yönetimi, 2. Baskı, Birleşik Matbaacılık, İzmir</p> |

Theory Topics

| Week | Weekly Contents |
|------|----------------------------|
| 1 | Basic concept in retailing |

| Week | Weekly Contents |
|-------------|--|
| 2 | Types of retailers |
| 3 | Types of retailers |
| 4 | Retail consumption management |
| 5 | Retail market strategies |
| 6 | Location strategies |
| 7 | Site selection strategies |
| 8 | Mid-term Exam |
| 9 | Information systems and supply chain management organization structure and human resource management |
| 10 | Customer relationship management. Merchandise management |
| 11 | Pricing strategies |
| 12 | Retailing communication mix policies |
| 13 | Store management principles |
| 14 | Store design principles. Customer services |