Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G444	Retail Management	8	3	0	0	3	5

Prerequisites	G342
Admission Requirements	G342

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

Theory Topics

Week	Weekly Contents
1	Basic concept in retailing
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