## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE745	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	<ul> <li>Learning the basic concepts of retailing,</li> <li>Understanding the dynamics of retail strategies,</li> <li>Learning the types of retailers,</li> <li>Understanding retailing activities and policies,</li> <li>Understanding of new trends and developments in retailing.</li> </ul>		
Content	Week 1: The Definition, Scope and Functions of Retailing  Week 2: Store Based Retailing  Week 3: Online Retailing  Week 4: Multi-Channel Retailing  Week 5: Consumer Behavior  Week 6: Market Strategies in Retail  Week 7: Location		
	Retail Site Selection  Week 8: Midterm  Week 9: Organizational Structure and Human Resources Management in Retail  Information Systems and Supply Chain Management  Week 10: Customer relationship management  Week 11: Merchandise Management  Week 12: Holiday  Week 13: Retail Pricing		
	Week 14: Store Management		
References	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork.(Ders kitabı)		

## **Theory Topics**

Week	Weekly Contents
1	The Definition, Scope and Functions of Retail
2	Store Based Retailing
3	Online Retailing
4	Multi-Channel Retailing
5	Consumer Behavior
6	Market Strategies in Retailing
7	Location / Retail Site Selection
8	Midterm
9	Organizational Structure and Human Resources Management in Retail
10	Customer Relationship Management
11	Merchandise Management
12	Holiday
13	Retail Pricing
14	Store Management