## BAM 3104 RETAIL MARKETING MANAGEMENT

**Course Description:**

The course is designed to provide students with the ability to understand basic concepts of retail marketing management which include; growing relevancy of retail institutions and resolving conflicts among channel members. The course will also orient students to retail operation strategies

**Course Objectives**

The course will help the students to achieve the following objectives:

* Understand the growing relevancy of retail institutions
* Learn how conflicts among channel members can be resolved
* Learn how retail operation strategies can be developed.

**Learning Outcomes**

At the end of the course, students should be able to:

* Describe the relevancy of retail institutions
* Manage conflicts among channel members
* Develop retail marketing operations strategies

**Intellectual, practical and transferable skills**

* Problem solving skills
* Team work
* Communication

**Teaching and Learning Patterns**

* Use of case studies
* class discussions
* straight lecture
* Group presentations

**Indicative Content**

Retail environment, culture, context and communication, retail operations, structures and logistics, retail strategies, personnel and professional development, managing information in a retail environment, corporation and conflict among retailers and other channel members, retail positioning.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Indicative Sources**

1. Gilbert,D. (2003)[Retail Marketing Management](http://www.amazon.com/Retail-Marketing-Management-David-Gilbert/dp/0273655116/ref=sr_1_1?ie=UTF8&s=books&qid=1208847157&sr=1-1)
2. Walters,D. and White,D. (1988)[Retail Marketing Management](http://www.amazon.com/Retail-Marketing-Management-David-Walters/dp/0333485807/ref=sr_1_2?ie=UTF8&s=books&qid=1208847157&sr=1-2)
3. Pearce,M.R. (1992)[Retail Marketing Management - Text and Cases](http://www.amazon.com/Retail-Marketing-Management-Text-Cases/dp/0176034382/ref=sr_1_3?ie=UTF8&s=books&qid=1208847157&sr=1-3)
4. [Partnerships: the secret to better planograms. (retail marketing) (Space Management): An article from: Do-It-Yourself Retailing](http://www.amazon.com/Partnerships-planograms-Management-Do-Yourself/dp/B00093HLXC/ref=sr_1_4?ie=UTF8&s=books&qid=1208847157&sr=1-4)(2005)
5. Walters,D.(1988). [Retail Marketing Management](http://www.amazon.com/Retail-Marketing-Management-WALTERS-D/dp/B000OUWPM2/ref=sr_1_6?ie=UTF8&s=books&qid=1208847157&sr=1-6)
6. Rossiter, D. L., (1985). [Organizing for marketing and market management (Retail focus series)](http://www.amazon.com/Organizing-marketing-market-management-Retail/dp/B00072AH9U/ref=sr_1_12?ie=UTF8&s=books&qid=1208847157&sr=1-12)