## COX 4134 RETAIL MARKETING MANAGEMENT (3 CU)

**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.

**Objectives or Aims:**

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:**

Students should be able to;

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

**Intellectual, practical and transferable skills**

* Problem solving skills, Teamwork, 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%.

**Core reading textbooks**

1. [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) by David Gilbert (Paperback - Dec 20, 2003
2. [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) by David Walters and David White (Paperback - Nov 25, 1988)
3. [*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) by Michael R. Pearce (Hardcover - 1992)
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)***(***Digital- Jul 28, 2005
5. [*Retail marketing management*](http://www.amazon.com/Retail-marketing-management-GILBERT-D/dp/B000OR1210/ref=sr_1_5?ie=UTF8&s=books&qid=1208847157&sr=1-5) by GILBERT D (Paperback - 1999)
6. [*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) by WALTERS D (Paperback - 1988)
7. 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)