

Course Outline

MK322: RETAIL MANAGEMENT

Semester 2/2021 (January 10th – May 7th, 2022)

Number of Credit: 3

Prerequisite: MK 312 Brand Management

Course Description:

The course is designed to provide B.E. students a comprehensive understanding of retail management concepts and theories. This course will offer students the opportunity to develop and strengthen their retailing strategies as they will be required to formulate new retail business that will prepare them to become successful marketing managers in the future. Students will also be exploring retail marketing problems and apply concepts to real life cases as this course enhances both a strategic marketing perspective combined with the actual implementation of the retailing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of Retail Businesses and its elements.
2. To explain retailing and the concept of retail marketing on a strategic level for both on local & international platforms.
3. To identify, explore and work on practical marketing cases and apply retail marketing concepts In business and non-business enterprises to further strengthen the understanding of retail management.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic retail management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Class Time and Logistic

Class day: Every Tuesdays

Class time: 2:00-5:00 PM

Teaching Materials Platform: BE MOODLE & FACEBOOK GROUP

Meeting Platform: Faculty of Economics, Thammasat University (Tha Prachan Campus/

ZOOM

Zoom Meeting ID: 986 6906 5139

Passcode: MK322_2022

Instructor:

Name: Ajarn Suwalya Khemvaraporn

Office Hours: 9:00 AM- 5:00 PM

Email: suwalya@econ.tu.ac.th

Phone: 081-842-2043

Assessment:

Midterm Exam 20% Tuesday, March 1st , 2022, 3:00 – 5:00 PM

Final Exam 30% Wednesday, May 25th, 2022, 1:30-4:30 PM

Group Project Presentation and Report: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester via project mini presentations. The final presentation of approximately 20 mins. (TBC) will take place on the last day of class. The booklet will be due on the day of the final Exam.

Attendance and Class participation: 10%

Attendance and class participation (individual and group) will contribute to 10% of your grade. If you choose learning on site, your attendance will reflect your final choice which goes the same for remote learning for the entire semester. The learning locations (on- site and remote) are not interchangeable. Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Individual Assignments: 5%

Individual Assignments will be assigned throughout the semester on various topics discussed in class.

Required Text:

Levy, Weitz, and Grewal (2019) Retailing Management, 10th Edition, McGraw-Hill International Edition, New York, ISBN: 978-1-259-06066-3

Supplementary Reading:

All current International and local news from all sources, particularly on the Internet.

Student Responsibility: -

- Student is expected to do the reading of the chapter in the Smart Book to enhance understanding after lessons covered by instructor.
- Every class assignment (both individual and group) needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: **Attendance is very important, therefore 3 late equals 1 absent and 3 absents you are not allowed to take the final exam. To be awarded full points, you are encouraged to come on time and attend class.**
- **All Zoom learning recordings will not be available for students;** therefore, students are required to attend each session and sign in the beginning of class and be active in class discussions for class participation credit which applies for both on site and remote learning.

Academic Honesty: You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Class Schedule

Week	Date.	Topic	Chapter	Assignments and Activities
1	January 11	1.1 Smart Book Training 1.2 Class Introduction Review Syllabus Expectations 1.3 Introduction to the World of Retailing The Importance of Retailing Types of Retailers 1.4 Retailing Exercise Successful Retail Businesses	1	Group Work: Group Formation, Introduction, Retail Exercise
2	January 18	2.1 Introduction to the World of Retailing Retailing Activities Impact of the Changing Retail Industry	1,2,3	Group Work: Project Mini-Presentation 1: Chosen Retail Business

Week	Date.	Topic	Chapter	Assignments and Activities
		<p>Opportunities in Retail</p> <p>2.2 Types of Retailers</p> <p>Different Characteristics that Define Retail</p> <p>Different Retail Types</p> <p>2.3 Multichannel Retailing</p> <p>Importance of Multichannel</p> <p>Opportunities and Challenges</p> <p>Experiential Shopping</p>		
3	January 25	<p>3.Customer Buying Behavior</p> <p>Process in Making Retail - Patronage/ Buying Decisions</p> <p>Different Types of Buying Process</p> <p>Social & Economical Influences</p> <p>Benefits of Market Segmentation</p>	4	<p>Group Work:</p> <p>Project Mini-Presentation 1: Chosen Retail Business</p>
4	February 1	<p>4.Retail Market Strategy</p> <p>Building sustainable Competitive Advantage</p> <p>Strategic Growth Opportunities</p> <p>Steps in Developing Strategic Plan</p>	5	<p>Group Work:</p> <p>Project Mini-Presentation 2</p>
5	February 8	<p>5.Financial Strategy</p>	6	

Week	Date.	Topic	Chapter	Assignments and Activities
		Strategic Objectives of a Retail Firm Strategic Profit Model Analyzing Growth Analyzing Financial Risks Performance Measures		Group Work: Project Mini-Presentation 3
6	February 15	6.Retail Locations Types of Retail Locations Characteristics of Different Retailers Match Locations to Retailer's Strategy	7	Group Work: Project Mini-Presentation 4
7	February 22	7.Retail Site Location Factors Considered to Locating a Number of Stores Characteristics and Analyzing Trade Area/Site Site Selection Process	8	Group Work: Project Mini-Presentation 5
8	March 1	8.Midterm Exam	3:00-5:00 PM	
9	March 8	9.1 Human Resource Management Objectives of HRM Activities Retail Employees Undertake Legal Issues to HRM 9.2 Information Systems and Supply Chain Management	9,10	Group Work: Project Mini-Presentation 6

Week	Date.	Topic	Chapter	Assignments and Activities
		Strategic Advantage Generated by the Supply Chain Information/Merchandising Flow Retailer & Vendor Collaboration		
10	March 15	10.Customer Relationship Management CRM Processes Consumer Shopping Data and Analysis Implementation of Successful CRM Programs	11	Group Work: Project Mini-Presentation 7
11	March 22	11. Managing the Merchandise Planning Process Successful Merchandising Practices Organization & Performance Measures Merchandise Management Decisions	12	Group Work: Project Mini-Presentation 8
12	March 29	12.1 Buying Merchandise Branding Options Building Strategic Relationships with Vendors 12.2 Retail Pricing Retailer Price Setting Pricing Techniques to Increase Sales & Profits Legal & Ethical Issues	13,14	Group Work: Project Mini-Presentation 9

Week	Date.	Topic	Chapter	Assignments and Activities
13	April 5	13. Retail Communications Mix New & Traditional Media Elements Building Brand Image and Customer Loyalty Developing Retail Communications Program	15	Project Consultation Session
14	April 19	14.1 Managing the Store Recruiting, Socializing, & Training Managing Workers Store Manager Leadership 14.2 Store Layout, Design and Visual Merchandising Criteria for Designing a Store Best Technique for Merchandise Presentation Creating Customer Shopping Experience	16,17	Project Consultation Session
15	April 26	15. Customer Service Building Competitive Advantage via Customer Service Methods of Providing High-quality Service	18	Group Work & Project Consultation Session Project Mini-Presentations 10: Store Layout, Design & Visual Merchandising
16	May 3	16. Final Project Presentation	All groups presentations	Final Project Presentations

Week	Date.	Topic	Chapter	Assignments and Activities
17	May 25	17. Final Exam	1:30 – 4:30 PM	Project Booklet Due Peer Evaluation Due

ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2021

Semester 2/2021 (January 10 – May 7, 2022)	
Classes Begin	January 10, 2022
Add-drop period	January 17 - 20, 2022 <i>(from 9.00 AM of January 17 to 10.30 PM of January 20)</i>
Tuition Fee Payment Period	7 December, 2021 - January 23, 2022 <i>(9 AM - 10.30 PM)</i>
<i>Makha Bucha Day*</i>	<i>February 16, 2022</i>
Mid-term Examination Period	February 28 - March 5, 2022
Withdrawal period with "W" on record	March 14 - April 25, 2022 <i>(from 9.00 AM of March 14 to 10.30 PM of April 25)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2022</i>
<i>Songkran Festival Day*</i>	<i>April 11 - 17, 2022</i>
<i>Coronation Day*</i>	<i>May 4, 2022</i>
Last day of class for Semester 2/2021	May 7, 2022
Final exam period	May 9 - 12, 17 - 25, 2022
<i>Royal Ploughing Ceremony Day*</i>	<i>May 13, 2022</i>
<i>Visakha Bucha Day*</i>	<i>May 15, 2022</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>May 16, 2022</i>

Remark * Holiday, No classes during this period