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## LONDON CAPITAL COMPUTER COLLEGE

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### Diploma in Marketing (880) – Retail Management

<b>Prerequisites:</b> Knowledge of business organisation	<b>Corequisites:</b> A pass or higher in Certificate in Business Studies or equivalence.
<p><b>Aim:</b> On the street or on the web, retailing today employs one in every five British workers and creates 13% of all new jobs in the UK. This course will provide students with an understanding of the current nature of the retail economy. Changes in the retail sector which have an impact on international competitiveness will be emphasized. The retail management program help students develop the strong business and management skills necessary for a variety of retail management careers. Analysis of existing generalizations and principles related to the economic and social role of retailing; competitive strategies; efficiency in retailing; and essential concepts for retail management. The course examines how marketing and operational strategies can be utilized by retailers/service providers to establish a link to their markets. The technologies necessary for successful information access and retrieval within a retail environment. Topics include: information needs (internal and external) in a retail environment, access of information through electronic media and special services, bench marking, database management, techniques for effective dissemination and use of information throughout the organization and supply chain. An examination of leading edge visual merchandising practices will be explored with respect to in-store design and layout. This course also examines how marketing and operational strategies can be utilized by retailers to improve performance in a highly competitive and rapidly changing environment. The strategic planning process will be explored from the perspectives of both small and large retailers. Consideration of the environment, strategy development, implementation and control issues will provide a framework for the course.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The course requires a combination of lectures, demonstrations and discussions.	
<p><b>Intended Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Analyse the organisation of the retail industry and its impact on the economy</li> <li>2. Identify how customer needs are important in promoting a product.</li> <li>3. Describe the plans and policies/approaches to improve existing retail business.</li> </ol>	<p><b>Assessment Criteria:</b></p> <ol style="list-style-type: none"> <li>1.1 Describe issues in retailing</li> <li>1.2 Analyse large retailers and their impact on the country economy</li> <li>1.3 Explore channels of distribution in retailing</li> <li>1.4 Compare and contrast distribution types</li> <li>1.5 Describe the steps in strategic planning</li> <li>2.1 Explain the meaning of “value”</li> <li>2.2 Analyse value-oriented retail strategy</li> <li>2.3 Describe customer services</li> <li>2.4 Analyse characteristics of service retailing</li> <li>2.5 Analyse best practices in service retailing</li> <li>3.1 Describe retail strategy</li> <li>3.2 Analyse the elements of a retail strategy</li> <li>3.3 Be able to produce a mission statement</li> <li>3.4 Describe things to consider when starting a retailing business</li> <li>3.5 Describe things to consider when purchasing a retailing business</li> <li>3.6 Analyse different retailing and servicing</li> </ol>

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<p>4. Demonstrate the many forms of retail business ownerships available</p>	<p>establishments  3.7 Describe image and positioning  3.8 Analyse legal issues in retailing  4.1 Explore retail institution ownership forms  4.2 Describe retail strategic mixes  4.3 Explore retail life cycle  4.4 Explore the approaches to web retailing</p>
<p>5. The variables that a retailer can combine in alternative ways to arrive at a marketing strategy for attracting its consumers.</p>	<p>5.1 Discuss demographics and lifestyles  5.2 Analyse the consumer decision process  5.3 Describe information flows in retail distribution channels  5.4 Analyse the use of computers in retailing  5.5 Explore the marketing research process</p>
<p>6. Define Web applications.</p>	<p>6.1 Explore examples of Web Applications  6.2 Discuss the importance of store location to a retailer  6.3 Analyse factors to consider in evaluating retail trading areas  6.4 Explore the different types of locations  6.5 Describe the advantages of Web Applications  6.6 Describe disadvantages of Web Applications  6.7 Outline how Web applications store permanent information such as product descriptions, costs and customer orders.  6.8 Describe how Web Applications deliver many business benefits compared to office based solutions.</p>
<p>7. Describe the communication process with product stakeholders, the process of overseeing, designing, and redesigning business operations in the production of goods and services.</p>	<p>7.1 Analyse factors to consider when planning and assessing retail organisations  7.2 Discuss different retail organisational charts  7.3 Analyse components of Profit and Loss Statement  7.4 Analyse components of Balance Sheet  7.5 Describe the budget process  7.6 Analyse retail operational decisions  7.7 Analyse retail maintenance decisions  7.8 Analyse retail inventory management decisions  7.9 Analyse retail credit management decisions</p>
<p>8. Why stock control is important and the different methods of stock control available</p>	<p>8.1 Define stock control  8.2 Analyse the different types of stock  8.3 Discuss how to choose vendors  8.4 Analyse retailing logistics  8.5 Discuss how to deter thefts  8.6 Describe inventory methods</p>
<p>9. Describe the outside influences that affect profitability and a retailer's bottom line.</p>	<p>9.1 Describe influences that affect profitability  9.2 Discuss the role of pricing in retail strategy</p>

10. Demonstrate how to develop an effective promotional strategy.	9.3	Analyse factors affecting retail price strategy
	9.4	Describe elements of a retail image
	9.5	Outline the strategies to help improve an organisation's future operating results
	10.1	Analyse elements of a promotional mix
	10.2	Analyse the importance of integrated strategies
	10.3	Analyse tools for measuring service in retailing
	10.4	Discuss the audit process
	10.5	Outline promotion strategies and tactics that drive the most ROI for businesses

### **Recommended Learning Resources: Retail Management**

<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Retail Management: A Strategic Approach by Barry Berman and Joel R Evans ISBN-10: 0136087582</li> <li>• Retailing Management by Michael Levy ISBN-10: 0073381047</li> <li>• Retail in Detail by Ronald L. Bond ISBN-10: 1599181681</li> </ul>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	None