



Spring Term

Basic Information:

Title:	Retailing and Merchandizing Management	Code:	MKTG-482
Program:	BBIT	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	MKTG 380

Course Description:

Retailing consists of all activities involved in selling goods and services to consumers for their personal, family, or household use. Retailing is the last stage in the distribution process. It covers sales of goods ranging from automobiles to apparel and food products, and services ranging from hair cutting to air travel. The course provides introduction to all aspects of retailing and the fundamental elements of Retail Marketing, Retail Management and a Retail organization's activities.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will get enabled to:

1. Understand the importance of retailing and its different types
2. Demonstrate the application of strategic planning in retailing
3. Differentiate between different models of retail competition
4. Understand the retailer's marketing mix policies and legislative constraints thereof
5. Understand the operational issues involved in retailing
6. Understand the various factors and attributes to be considered in evaluating the retail sites
7. Understand the elements of store environment and its objectives

Teaching Learning Methodology:

Experiential Learning Methodology, Lectures Reading Material, Guest Speakers, Industrial/Corporate Visit, Brand Report Card, Recommended Text, Supplementary Texts, Periodical Watch Exercises/Seminars Documentaries/Movies, Handouts, Case Studies etc.

Group Configurations:

Group of 4-5 participants have been formed by the Instructor in order to build teamwork and adaptability

Weekly Term Plan

Wk	Lecture Topic
01	<i>Introduction, Overview of retailing, Relationships in retailing</i>
02	<i>Strategic planning in retailing</i>
03	<i>Types of retail institutions</i>
04	<i>Nontraditional retailing</i>
05	<i>Identifying and understanding customers</i>
06	<i>Trading area analysis</i>
07	<i>Site Selection</i>
08	<i>Mid Term Examination</i>
09	<i>Retail Financial Management</i>
10	<i>Retail Operations Management</i>
11	<i>Merchandize Management</i>
12	<i>Implementing Merchandizing Plans</i>
13	<i>Pricing in Retail</i>
14	<i>Project Presentation</i>
15	<i>Project Presentation</i>
16	<i>Final Term Examination</i>



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Topics in Detail

Introduction to The World of Retailing
Types of Retail Organizations
Multichannel Retailing
Consumer Behavior
Trading Area and How It Is Identified
Managing Finances in Retail
Pricing in Retail
Merchandize Assortment
Merchandize Layout
Sales in Retail
Managing Footfall

Text & Recommended Readings

- A. *Retailing Management*
Levy and Weitz 8th edition

Assignment Specification

1. *Microsoft Word for Documentation*
Headings Arial 11pt Bold
Normal Text Times New Roman 10pt
Header Footer Times New Roman 8pt
Paragraph Single Line Spacing
First Line Indent 1.0 cm
Page Margins 2 cm from each side



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%	Mid Term	35%	Final Term	40%
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Major Report/Work	10%	Case Study/ Project/ Term Paper	10%
Presentations	05%				

Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Numbers Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will result in forced withdrawal. **(PU Policy)***
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)***
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ *Keep a copy of all submitted Grading Instruments.*
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term