

Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 425 |
| Course Title | Retail Management |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICMB 221 |
| 5. Type of Course | Elective Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | Study of retailers' marketing and operational strategies, strategy development, implementation and control issues, and the use of case studies. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Understand strategic planning and analytical procedures for retailer. |
| | 9.2 Understand the nature of retail buying processes and their influence on marketing strategy. |
| | 9.3 Analyze the retailing process, the environment within which it operates, and the institutions and functions that are performed. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Introduction to Retail Management	4	0	8	VNM
2	Types of Retailers	4	0	8	VNM
3	Multi-channel Retailing	4	0	8	VNM
4	Customer Buying Behavior	4	0	8	VNM
5	Retail Market Strategy	4	0	8	VNM
6	Midterm Examination	4	0	8	VNM
7	Marketing Research on Retail Management	4	0	8	VNM
8	Customer Relationship Management	4	0	8	VNM
9	Customer Service	4	0	8	VNM
10	Comments on Articles from Journal of marketing, Retailing, Marketing Research, or Consumer Research	4	0	8	VNM
11	Project and Presentation	4	0	8	VNM
	Total	44	0	88	

11. Teaching Method(s)

Combination of class lecture and case discussion
Special Topic from experienced guest lecturers

12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,
News clipping and selections from popular marketing and business literature

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in understanding strategic planning and analytical procedures for retailer.
- 13.2 The ability in understanding the nature of retail buying processes and their influence on marketing strategy.

- 13.3 The ability in analyzing the retailing process, the environment within which it operates, and the institutions and functions that are performed.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	20%
2. Final	40%
3. Research Project	20%
4. Quiz and Assignment	20%

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Levy, M. and Weitz, B.A. (2004). **Retail Management**, 5th Edition, Mc-Graw Hill.

16. Instructor(s)

Asst. Prof. Dr. Vassana Maprasert

17. Course Coordinator

Program Director of Marketing Major

