



MODULE SPECIFICATION

Part 1: Information			
Module Title	Retail Marketing and Management		
Module Code	UMKDNV-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Marketing; BA (Hons) Business Management with Marketing; BA (Hons) Marketing Communications; NA(Hons) Business and Management		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description	
<p>This module explores the fast-moving landscape of retail both in the UK and globally. It will explore the dynamics of multi-channel retailing following the development of on-line retailing. It will also consider the store design, visual merchandising techniques and store management aspects that influence the brand at all its touchpoints with the consumer. Students will explore the factors contributing to customer service and how brands deliver a satisfying retail experience for consumers. Students will understand how to analyse and interpret basic retail data and how strategic marketing policies influences sales and profit.</p> <p>Lectures will focus upon retail and marketing models, building on theory learned within previous marketing and business modules, and applying these to the retail context. In tutorials, students will apply these theories and models onto relevant case studies for UK and International organisations who sell Business to Consumer (B2C).</p> <p>In this module you will cover:</p> <ul style="list-style-type: none"> • Retail management dynamics and the macro environment • Retail theories and strategic approaches • Store formats, location and international factors • E Commerce and multi-channel retailing • Store design and visual merchandising • Store operational management • Customer service and the consumer experience 	

Part 3: Assessment

The assessment is designed to provide an opportunity to reflect critically on retail marketing concepts and their implications for businesses and organisations who sell B2C.

Component A is an individual presentation pitch which focuses on the evaluation and critique of applied strategic and tactical methodologies of retail marketing when applied to a chosen organisation and their competitive set. The presentation pitch provides formative feedback towards Component B of the assessment.

Component B is a 2500-word report where students are asked to build on the evaluation of an organisation in Component A and using a range of sources, explore emergent retail marketing concepts to demonstrate understanding and application of strategic and tactical methodologies for an organisation within the complex field of retail marketing.

The assessment criteria will be reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.

Identify final timetabled piece of assessment (component and element)

Component A

% weighting between components A and B (Standard modules only)

A:

35%

B:

65%

First Sit

Component A (controlled conditions)

Description of each element

Element weighting
(as % of component)

1. Individual Presentation pitch (5 minutes)

100%

Component B

Description of each element

Element weighting
(as % of component)

1. Supporting document (2500 word report)

100%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions)

Description of each element

Element weighting
(as % of component)

1. Reflective piece (1000 words)

100%

Component B

Description of each element

Element weighting
(as % of component)

1. Report (2500 words)

100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes

On successful completion of this module students will be able to:

- Apply effective methodologies, tools and techniques to retail marketing situations (A&B)
- Critically evaluate competitor practices from a business perspective using retail marketing principles to underpin the evaluation (A&B)
- Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of marketing with retail environments (B)
- Explore emergent retail marketing ideas and applications, clearly understanding the links and gaps between scholarship and practice (B)
- Summarise, justify and present strategic and tactical recommendations for a retail strategy within a chosen organisation in an appropriate proposal format (A& B)

	<p>Module delivery will be based on an average of 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will consist of formal lectures on core syllabus concepts, and seminars for the exploration and application of core concepts in specialist discipline areas.</p> <p>Tutorial activities will contribute towards building learning, and preparing for the presentation pitch, which also helps the students towards completion of the report.</p>																				
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																				
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>65%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>35%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	65%	Practical exam assessment percentage	35%		100%										
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Reading List	<p>https://uwe.rl.talis.com/lists/9055F4A0-E723-B503-820D-62E2A823C001.html?draft</p>																				

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First Approval Date (and panel type)	07 March 2018 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>