



Module Specification

Retail Marketing and Management

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Part 1: Information

Module title: Retail Marketing and Management

Module code: UMKDNY-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: 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.

Outline syllabus: In this module you will cover:

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: Teaching and learning methods

Teaching and learning methods: 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).

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. Tutorial activities will contribute towards building learning, and preparing for the presentation pitch, which also helps the students towards completion of the report.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply effective methodologies, tools and techniques to retail marketing situations

MO2 Critically evaluate competitor practices from a business perspective using retail marketing principles to underpin the evaluation

MO3 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

MO4 Explore emergent retail marketing ideas and applications, clearly understanding the links and gaps between scholarship and practice

MO5 Summarise, justify and present strategic and tactical recommendations for a retail strategy within a chosen organisation in an appropriate proposal format

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdny-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkdny-15-3.html>

Part 4: Assessment

Assessment strategy: 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.

Task1 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 assessment task 2.

Task 2 is a 2500 word report where students are asked to build on the evaluation of an organisation in assessment task 1 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.

Assessment tasks:

Presentation (First Sit)

Description: Individual pecha kucha style presentation (6 minutes 40)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Report (First Sit)

Description: Business style booklet (2500 word)

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Presentation (Resit)

Description: 10-15 slides to be submitted via BB

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Report (Resit)

Description: Business style booklet (2500 words)

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA
(Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20