



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Retail Marketing and Management		
Module Code	UMKDNV-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> 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.</p> <p><b>Educational Aims:</b> 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><b>Outline Syllabus:</b> In this module you will cover:</p> <ul style="list-style-type: none"> <li>Retail management dynamics and the macro environment</li> <li>Retail theories and strategic approaches</li> <li>Store formats, location and international factors</li> <li>E Commerce and multi-channel retailing</li> <li>Store design and visual merchandising</li> <li>Store operational management</li> </ul>

## STUDENT AND ACADEMIC SERVICES

Customer service and the consumer experience

**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.

### 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 A1 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 A2 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.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		65 %	Business style booklet (2500 word )
Presentation - Component A	✓	35 %	Individual pecha kucha style presentation (6 minutes 40)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		100 %	Business style booklet (2500 words) Reflection ( 1000 words)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Apply effective methodologies, tools and techniques to retail marketing situations	MO1
	Critically evaluate competitor practices from a business perspective using retail marketing principles to underpin the evaluation	MO2

## STUDENT AND ACADEMIC SERVICES

	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	MO3
	Explore emergent retail marketing ideas and applications, clearly understanding the links and gaps between scholarship and practice	MO4
	Summarise, justify and present strategic and tactical recommendations for a retail strategy within a chosen organisation in an appropriate proposal format	MO5
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114
	<b>Total Independent Study Hours:</b>	114
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="https://uwe.rl.talis.com/modules/umkdny-15-3.html">https://uwe.rl.talis.com/modules/umkdny-15-3.html</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19  
 Marketing {Top-Up} BA (Hons) 2020-21  
 Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21  
 Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21  
 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19  
 Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19  
 Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
 Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19  
 Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19  
 Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
 Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2018-19