

RETAIL MANAGEMENT

1	Course Title:	RETAIL MANAGEMENT
2	Course Code:	PZRS006
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. AHMET NECA GÖKGÜL
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	
17	Website:	
18	Objective of the Course:	The aim of this course is to enable the learners to categorize the retail enterprises according to the sector, market and client characteristics and to determine their position types, to acquire information on the store set-up and to contribute to the formation of category management, the planning process of product diversification, the pricing types, the determination of communication budget and methods and the planning of communication program.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	To be able to comprehend retail enterprises structurally.
	2	To be able to explain the retail product diversification
	3	To be able to form the purchase system of the retail enterprise
	4	To be able to form the pricing system of the retail enterprise
	5	To be able to form retail communication blend
	6	To have information related with store set-up and to be able to apply such information
	7	To be able to explain category management
	8	To be able to comprehend retail purchase systems
	9	
	10	
21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Categorization of retail enterprises and their position types	

2	Characteristics of retail enterprises	
3	Store-set-up of retail enterprises and its importance	
4	Store set-up of retail enterprises and its importance	
5	Financial structure of retail enterprises	
6	Category management	
7	Planning process of product diversification	
8	Course review and Mid-term	
9	Purchase systems of retail enterprises	
10	Pricing methods of retail enterprises	
11	Communication methods of retail enterprises	
12	Determination of the budget of communication methods of retail enterprises	
13	Planning of communication program of retail enterprises	
14	Application of communication program of retail enterprises	

22	Textbooks, References and/or Other Materials:	
23	Assesment	

Activites			Number	Duration (hour)	Total Work Load (hour)
Quiz					
Theoretical	0	0	14	1.00	14.00
Practicals/Labs			14	2.00	28.00
Final Exam					
Self study and preperation	1	60	14	2.00	28.00
Homeworks			0	0.00	0.00
Contribution of Term (Year) Learning Activities to Success Grade		40	0	0.00	0.00
Field Studies			0	0.00	0.00
Contribution of Final Exam to Success Grade		60	0	0.00	0.00
Midterm exams			1	7.00	7.00
Others			0	0.00	0.00
Measurement and Evaluation Techniques Used in the Course			1	14.00	14.00
Total Work Load					98.00
24. ECTS / WORK LOAD TABLE					
Total work load/ 30 hr					3.03
ECTS Credit of the Course					3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	4	5	5	5	5	5	4	4	4	4	4	0	0	0	0
ÖK2	4	5	4	5	5	5	5	4	4	4	4	4	0	0	0	0
ÖK3	5	4	5	5	5	5	5	4	4	4	5	4	0	0	0	0
ÖK4	5	4	5	5	5	4	5	4	5	4	3	4	0	0	0	0

ÖK5	5	5	5	5	5	5	5	4	4	4	3	4	0	0	0	0
ÖK6	4	5	4	5	5	5	5	4	4	4	3	4	0	0	0	0
ÖK7	5	5	3	4	5	4	5	4	4	3	3	4	0	0	0	0
ÖK8	4	4	5	5	5	5	5	4	5	4	4	4	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			