

Global Learning Semesters

Course Syllabus

Course: MKTG-370 Retail & Distribution Management

Department: Business Administration

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-370	Retail & Distribution Management	3
Semester Offered	Contact Hours	Prerequisites
Fall Spring	42	MKTG-291 Marketing, Fundamental Knowledge of Marketing
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

This course focuses on retailing and the supply chain covering the location, layout, merchandising, pricing and promotion aspects of retail stores. Various forms of integrated marketing systems are also examined including chains, franchising and strategic alliances

Instructor

Kostas Konomis

Course Aims and Objectives

To enable students gain an understanding in the following areas:

- Retailing and distribution
- Retail marketing strategy and Store-based Retailing
- Retail location
- Store layout
- Merchandising and purchasing
- Retail advertising
- In-store selling, promotion and incentive programs
- Customer service
- Financial evaluation
- Strategic alliances
- Franchising
- Chains of stores
- Integrated marketing systems

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments.

Course Teaching Hours

42 hours.

Evaluation and Grading

Project/homework:	10%
Mid-Term:	40%
Final Exam:	50%

Readings and Resources

Required Textbook

Levi Michael, Retailing Management, 4th Edition, McGraw-Hill, 2001, ISBN 0-07-231577-6.

Recommended Reading

Lambert, Douglas. Scott, Jim and Ellram, Lisa. Fundamentals of Logistics Management. McGraw-Hill, 1998.
Leenders, Michael and Fearon, Harold. Purchasing and Supply Management. 11th ed. McGraw-Hill, 1996.