

COURSE RECORD

Code	BA 350
Name	Retail Management
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	BA 203
Description	This course explores the transformation of retail management in response to digitalization and global disruptions. Students will learn about the evolving dynamics of retailing, including omnichannel strategies, retail market planning, merchandise management, and store operations. The course equips students with the strategic and analytical tools to understand the customer journey and to manage retail channels in a competitive, technology-driven environment.
Objectives	Explaining the key functions and value creation roles of retailers. Identifying various retail channels, including digital and physical. Developing strategic thinking in retail marketing and operations. Exploring the impact of digitalization and change-driven shifts in channel management.
Learning Outcomes	<i>By the end of this course, students will be able to:</i> LO1. Identify the evolving customer journey in the modern retail environment. LO2. Outline customer engagement strategies within an omnichannel framework. LO3. Discuss the influence of digitalization and post-pandemic trends on retail operations. LO4. Evaluate retail marketing mix components for effective retail strategy formulation.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	4	2	2	1	2	2	2	3	3	4
LO2	4	2	2	2	2	3	2	3	2	3
LO3	4	3	2	1	2	3	3	3	4	5
LO4	5	3	2	1	2	3	2	4	2	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	IL01	IL02	IL03	IL04	IL05	IL06	IL07
LO1	4	3	3	2	3	3	3
LO2	4	3	2	2	3	4	3
LO3	5	4	4	3	3	3	4
LO4	5	4	3	2	3	4	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Introduction to Retail Management	LO1, LO3
Multichannel Retailing	LO1, LO2, LO3
Dimensions of retail location choice	LO4
Digitalization and Digital Transformation	LO3, LO4
Retail Market Strategy	LO2, LO4

DERS BİLGİLERİ

Kodu	BA 350
İsmi	Perakende Yönetimi
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	Bu ders, dijitalleşme küresel değişimlerin etkisiyle dönüşen perakende yönetimini inceler. Ders kapsamında çok kanallı perakendecilik stratejileri, perakende pazarlama planlaması, ürün yönetimi ve mağaza operasyonları ele alınır. Öğrenciler, değişen müşteri yolculuğunu analiz etme ve rekabetçi, teknoloji odaklı bir ortamda perakende kanallarını yönetme konusunda stratejik ve analitik beceriler kazanırlar.