

COURSE RECORD

Code	BA 350
Name	Retail Management
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Spring
Type	Elective
Prerequisites	-
Description	Retailing is undergoing a remarkable transformation thanks to digitalization and pandemic. In the rapidly evolving retail landscape, this course intends to teach students the changing dynamic framework of retailing. The course covers omnichannel retailing, retail market strategy, merchandise management and store management.
Objectives	Explaining the main critical functions retails perform. Identifying multiple selling channels. Developing skills to understand the strategies used in the retail management. Explore the digitalization and changing channel management in retail.
Learning Outcomes	<i>By the end of this course, students will be able to:</i> L01: Recognize changing customer journey in retail landscape. L02: Describe the customer engagement at omnichannel world. L03: Discuss the role of digitization and post-covid-19 trends in retail management L04: Evaluate the retail marketing mix

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	5	2	2	3	1	2	1
L02	5	5	5	5	2	2	3	2	2	1
L03	5	5	5	5	2	2	3	1	1	1
L04	3	5	5	5	2	2	3	2	2	5

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

COURSE CONTENT DETAILS

Topics	Outcomes
Introduction to Retail Management	L01, L03
Multichannel Retailing	L01, L02, L03, L04
Dimensions of retail location choice	L04
Digitalization and Digital Transformation	L01, L02, L03, L04
Retail Market Strategy	L02, L04

DERS BİLGİLERİ

Kodu	BA 350
İsmi	Perakende Yönetimi
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Perakendecilik, dijitalleşme ve pandemi nedeniyle büyük bir dönüşüm geçirmektedir. Hızla gelişen perakende ortamında, bu ders öğrencilere perakendeciliğin değişen dinamik çerçevesini öğretmeyi amaçlamaktadır. Ders, çok kanallı perakendeciliği, perakende pazar stratejisini, ürün yönetimini ve mağaza yönetimini içermektedir.