COURSE TITLE	Retail management					
Course code	DTT 017	Year of study		2.nd		
Lecturer(s)	Ivana Plazibat, PhD, college professor with tenure	ECTS (Number of credits allocated)		6		
Associates	/	Total lesson hours per semester	Lecture	Seminar	Practical	Laboratory
			30	30		
Course status	compulsory	Percentage share of e-learning		20%		

COURSE DESCRIPTION

Course Objectives	1. Expanding comprehension on knowledge and skills in retail. 2. Understanding the retail strategy. 3. Comprehending the elements of retail strategy. 4. Introduction with the elements of multi-channel retail.
Course enrolment requirements and entry competencies required for the course	/
Learning outcomes On successful completion of this course, student should be able to:	1 Identify the latest knowledge in the field of retail. 2. Explain the determinants of the retailer's strategy. 3. Interpret the elements of the retailer's strategy. 4. Identify the communication between the retailer and the consumer. 5. Describe the elements of multi-channel retailing.
Course content	Introduction to world of retail: what is retail; social and economic importance of retail; prospects and opportunities in retail. Types of retail: classification and characteristics. Retail strategies: what is it; creating a competitive advantage, growth strategies: new forms, growth of retail sales outside the store. Development and motives of retail internationalization: consolidation, new forms of distribution and new technologies in distribution. Contemporary trends in retail: new forms of retail, retail convergence, retail technology. Multichannel and omnichannel retail: causes and significance; sales in stores, through diverse Internet channels; conditions for achieving multi-channel and omnichannel sales. Communication mix in retail: methods of communication with consumers, communication planning. Customer service: strategic advantages of service, evolution of customer service.
Types of teaching:	☒ lecture ☒ seminars and workshop ☐ practical ☐ combined e-learning ☐ field research	☒ self-study ☐ multimedia ☐ laboratory ☐ mentoring work ☐ (others)
Student obligations	Attending classes, seminar workshops, exams.	

Monitoring student work (enter the share in ECTS credits for each	Class attendance	2	Research		Practical work	
	Experimental work		Report		Analytical application of acquired	1,5

activity so that the total number of ECTS credits corresponds to the credit value of the course):					theoretical knowledge to a specific case	
	Essay		Seminar		Performance of the analysis	0,5
	Self-study		Workshop		Independent study	1
	Project		mid-term exams	0,5	Consultations and final exam	0,5

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i(%)
Seminar paper (written and oral)	50-100	25
First mid-term exam	50-100	35
Second mid-term exam	50-100	40

FINAL ASSESSMENT		
Indicators checks	Performance A_i (%)	Grade ratio k_i(%)
Final exam	50 - 100	75
Previous activities	50 - 100	25
Indicators checks	Performance A_i (%)	Grade ratio k_i(%)
Final exam	50 - 100	75
Previous activities	50 - 100	25

The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:

$$Grade\,(\%) = \sum_{i=1}^{N} k_i A_i$$

k_i - weighting factor for each activity,
A_i - success in percentage achieved for a particular activity,
N - total number of activities.

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 62%	basic criteria met	sufficient (2)
63% - 74%	average performance with some errors	good (3)

(Left column label, spanning rows: Assessment and evaluation of student work during classes and at the final exam)

	75% - 87%	above average performance with minor errors	very good (4)
	88% - 100%	outstanding performance	outstanding (5)

Required reading	1. Levy, M., Grewal, D.: Retailing management,11ed, McGraw-Hill Irwin, 2022. 2. Levy, M., Weitz, B., Grewal, D.: Retailing management,10ed, McGraw-Hill Irwin, 2019.
Optional reading	1. Dunne, M.P. et al.: Retailing, South- Western, Cenange Learning, 2008 2. Thomas, C., Segel, R.: Retailing in the 21st century, Wiley & Sons, 2006. 3. Laudon, K.C., Traver, C.G.: E-commerce 2015, 11ed, Pearson, Edinburgh Gate, 2015 4. PlanetRetail, available at: https://admin.planetretail.net/Home/aboutus.aspx?ServiceID=17 5. Nielsen, available at: https://www.nielsen.com/eu/en/solutions/retail-analytics/ 6. Global Powers of Retailing, available at: https://www2.deloitte.com/global/en/pages/about-deloitte/press-releases/deloitte-global-report-finds-world-top-retailers-achieved-strong-growth.html 7. Oxford Institute of Retail Management, available at: ht https://www.sbs.ox.ac.uk/research/networks/oxford-institute-retail-management 8. Gfk Global, available at: https://www.gfk.com/industries/retail/
Quality monitoring to ensure the acquisition of established learning outcomes	• Records of class attendance and success in performing student obligations • Updating detailed course curricula • Supervision of teaching activities • Continuous quality control of all parameters of the teaching process in accordance with the Action Plans • Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement).
Other information	