Course Syllabus

Code - Course Title	**PZL244 - Retailing Management**
Course Type	IV. SEMESTER
Laboratory + Practice	1+1
ECTS	**2.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. REMZİ REHA DURUCASU

Mode of Delivery	Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no course suggested for students taking this course.
Recommended Resources	Varinli, İnci ve Oyman, Mine (2013). Perakendeciliğe Giriş, Anadolu Üniversitesi Yayınları, Eskişehir
Work Placement	Not applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Retailer, Retailing and Retail Sales Concept	
Week - 2		Retail Business Types; Retailing in the World	
Week - 3		Environmental Factors Affecting Retailing	
Week - 4		Consumer Buying Behavior	
Week - 5		Ethics and Social Responsibility in Retail	
Week - 6		Competition in the Retail Sector and New Strategies	
Week - 7		Retail Location and Retail Location Selection	
Week - 8		Retail Location and Retail Location Selection	
Week - 9		Types of Retailing	
Week - 10		Retailing and Service Retailing in Terms of Ownership	
Week - 11		Planning Product Diversification	
Week - 12		Procurement Systems	
Week - 13		Pricing	
Week - 14		International Retail	

Learning Outcomes

#	Learning Outcome
1	Learning the types of retailers
2	Learning the factors to be considered in the choice of location
3	Examination of finance, human resources and purchasing functions in retailing
4	Studying information systems, supply chain management and customer relationship management issues and gaining knowledge about the importance of technology in retailing.
5	Having knowledge about planning marketing mix elements in retailing
6	Learning about store management and atmosphere issues

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.