Course Syllabus

Code - Course Title	**PZY506 - Retailing Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. ELİF EROĞLU HALL

Mode of Delivery	Distance Learning
Prerequisites	There is no prerequisite or co-requisite for this course
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Perakende Yönetimi Stratejik Bir Yaklaşım: (Çeviri Editörü: Erol Ustaahmetoğlu) Barry Berman, Joel R. Evans, Patrali Chatterje, Nobel Yayınevi.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to retailing: definition and importance	
Week - 2		Development of retailing and current situation	
Week - 3		Types of retailers	
Week - 4		Virtual retailers	
Week - 5		Retailing strategies	
Week - 6		Planning process in retail management	
Week - 7		Midterm exam	
Week - 8		Financial management strategy for retailers	
Week - 9		Human resource management for retailers	
Week - 10		Marketing communication for retailers	
Week - 11		Supply chain management for retailers	
Week - 12		Customer relationship management for retailers	
Week - 13		Store layout, design, and visual merchandising	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	At the end of this course 1. Evaluate development of retailing and current situation 2. Explain types of retailers and virtual retailers 3. Evaluate retailing strategies 4. Explain retail location, financial management and human resource management for retailers 5. Understand marketing communication for retailers 6. Evaluate customer relationship management for retailers 7. Understand store layout, design, and visual merchandising

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.