Course Syllabus

Code - Course Title	**PMY104U - Introduction to Retailing**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSIST. PROF. DR. NAZLI NUR UZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Scope and Development Stages of Retailing; Functions of Retailing: The importance of retailing in the distribution system, Retail stores; Retail Sales and its Characteristics; Retail Sector: Traditional and organized retail market, performance indicators of retail sector; Economic and Social Impacts of Retailing: Economic impacts of retailing, Impact of retailing on other sectors, Retail sales, The contribution of retailing to employment, The contribution of retailing through increased productivity, The contribution of retailing by attracting national and international investors, Relative reduction in the price, Reducing informal economy, Increasing product/service quality, The contribution of retailing through private label products, The social impacts of retailing.	
Week - 2		Career Opportunities in Retail Industry; Trends and Developments in Retailing: Increasing importance of technology in retailing, Shrinking economies and declining consumption expenditures, New retail formats, Shortening retail life cycle and the retail convergence, The rise of mega retailers, Rapid growth of non-store retailing, Green retailing, Internationalization of large-scale retailers.	
Week - 3		Demographic Factors: Population growth rate, Distribution of population by age groups, Baby boomers (1946-1964), Generation X (1965-1976), Generation Y (1977-1994), Generation Z (1995-....), Distribution of population by gender, Urbanization rate, Number and size of households, Distribution of population by family life cycle, Education level of consumers; Economic Factors: Consumers' income, Income distribution, Inflation, Unemployment, Consumer credit and credit card use, Changing nature of consumption and production.	

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Week - 4		Socio-Cultural and Psychological Factors: Changes in the role of women, Changes in consumers' purchasing habits, Customer motivations, Changes in lifestyle, Competition; Developments in Technology and Communication Tools: Barcodes, Radio-frequency promotional labels (RFID), 2D QR barcodes (New 2D Barcode System), Smart information terminals (Kiosks), Smart mirrors, Smart shelves, Smart shopping cart, Electronic label system, Smart label and smart packaging, Smart scales, Electronic billboards, Cashierless checkout, Pay by touch, Digital invoices, Electronic data interchange (EDI), Automated inventory tracking system (AIT), Smart stores, Advances in communication tools; Legal and International Environment.	
Week - 5		Ethics in Retailing: Retailer-shareholder relations and ethics, Retailer-supplier relations and ethics (Shelf price, Commercial bribery, Refusal to do business, Supplier discrimination, Dual distribution, Discriminatory pricing, Vertical price agreements, Gray markets, Special territories, Private distribution agreements, Binding agreements, Incentives), Retailer's relations with competitors and unethical practices (Attracting competitor's successful employees, Retail espionage, Horizontal price agreements, Disruptive pricing, Disparaging competitors' retail mix), Retailer-employee relations and unethical practices, Unethical practices in retailer-consumer relations (Counterfeit goods, Product quality, Pricing, Gift giving), Employee-customer relations.	
Week - 6		Consumer Ethics; Retailing and Social Responsibility: Responsibilities to customers, Responsibilities to employees, Responsibilities to shareholders, Responsibilities to suppliers, Responsibilities to society, Responsibilities to the environment, Economic responsibilities of businesses, Legal responsibilities of businesses, Ethical responsibilities of businesses, Voluntary responsibilities of businesses (Social purpose incentives, Cause-related marketing, Corporate social marketing, Corporate philanthropy, Community volunteering, Socially responsible business practices); Green Retailing.	
Week - 7		Mid-term exam	
Week - 8		Classification of Retailing Institutions; Store Retailing: Food-dominated retail stores (Convenience stores, Traditional supermarkets, Hypermarkets, Limited range stores, Warehouse stores), General product retailers (Special or specialty stores, Department stores, Discount stores, Variety stores, Low priced retailers, Factory outlets, Warehouse clubs, Flea and street markets, Shopping malls).	

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Week - 9		Non-store retailing: Advantages and disadvantages of non-store retailing, Factors affecting the development of non-store retailing, Non-store retailing practices (Direct mailing, Catalog selling, Mass media retailing, Newspaper and magazine based applications, Radio and television based applications, Telemarketing, Vending machines and kiosks, Direct selling, Electronic retailing); Combining In-store Retailing and Non-Store Retailing Applications.	
Week - 10		Independent Retailing: Advantages and disadvantages of independent retailing; Chain Stores: Advantages and disadvantages of chain stores; Franchising: Types of franchising, Benefits of franchising system, Disadvantages of franchising system.	
Week - 11		A Leased Department Store: Advantages of leasing a department, Disadvantages of leasing a department; Vertical Marketing Systems; Consumer Cooperatives, Service Retailing and Its Importance: Characteristics that distinguish service retailers from product retailers; Strategies for Service Retailers.	
Week - 12		Definition of International Retailing; Internationalization Trends of Retailing in the World; Internationalization Trends of Retailing in Turkey; Reasons That Drive Businesses to International Markets; Factors Affecting Internationalization.	
Week - 13		Alternatives for International Market Entry: Direct entry, Mergers or acquisitions, Joint ventures, Franchising, Concession, Licensing; Reasons for Success and Failure in Internationalization.	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explains the retailing sector, its functions, economic and social impacts of the sector and developments in the sector and interprets the career opportunities * Explains the scope and development stages of retailing * Defines retailing functions * Evaluates the characteristics of retailing * Analyzes retail industry * Explains the economic and social impacts of retailing * Evaluates career opportunities in the retail industry * Follows the latest trends and developments in the retail industry
2	Analyzes environmental factors affecting the retail industry * Explains the demographic factors that affect the activities of retailers * Identifies the economic factors that affect retailing * Evaluates how socio-cultural and psychological factors affect retailers * Explains the competition and the types of competition in the retail industry * Understands the legal regulations and internationalization that affect the activities of retailers
3	Explains the ethical and social responsibilities of retailers towards their customers, employees and society * Recognizes the importance & scope of ethics and unethical practices in retailing * Explains the social responsibilities of retailers towards various parties * Distinguishes between consumer ethics and consumer behavior that may cause ethical problems * Evaluates environmental retailing practices
4	Identifies the different types of retailing within the retail industry * Categorizes the retail institutions * Recognizes the types of in-store retailing * Explains the concept and practices of non-store retailing * Evaluates the coexistence of in-store and non-store retailing

Learning Outcomes

#	Learning Outcome
5	Evaluates ownership patterns in the retail industry and compare different aspects of service retailing * Categorizes retailers by ownership * Understands the strengths and weaknesses of independent retailing * Identifies chain stores * Explains the franchise system and scope * Groups vertical marketing systems * Explains the leasing of a department store * Explains the establishment purposes of consumer cooperatives * Defines service retailing
6	Evaluates the internationalization trends in retailing and explaining the requirements of international retailing activities * Explains the concept and scope of international retailing * Evaluates the reasons that drive retailers to international markets * Identifies the factors affecting internationalization decisions * Compares international market entry options

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**