Course Syllabus

Code - Course Title	**PMY206U - Retail Product Management**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. NUR ÖZER CANARSLAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component
Recommended Resources	Erdoğan, B.Z. (Ed.) ve Özata, F.Z. (Ed.) (2013). Perakendecilikte Ürün Yönetimi. Eskişehir. Anadolu Üniversitesi Yayını No: 2764, Açıköğretim Fakültesi Yaynın No: 1722.
Work Placement	There is no work placement.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Introduction to Retail Product Management	
Week - 3		Decision Makers in Retail Product Management	
Week - 4		Decision Makers in Retail Product Management	
Week - 5		Category Management	
Week - 6		Planning and choice of product types	
Week - 7		Midterm exam	
Week - 8		Supply Sources and supplier management	
Week - 9		Supply Sources and supplier management	
Week - 10		Distribution of shop field to the products	
Week - 11		Distribution of shop field to the products	
Week - 12		Stock Management and Quantity Decisions	
Week - 13		International aspects of retail product management	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explain the basic concepts and principles of retail product management.
2	Define the structure and operation of the purchasing organization within the scope of retail product management.
3	Explain category creation and management processes.
4	Will be able to define how to plan product types.
5	Describe the sources of supply and types of suppliers used by retailers.
6	Will be able to plan how the store area will be allocated to the products.
7	Will be able to design stock planning methods within the scope of retail product management.
8	Will be able to explain the international dimension of retail product management.

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**