

Module Outline – Bachelor of Arts (Honours) in Retail Marketing

Year 1 Modules

Fundamentals of Business & Management

This module explores management as an essential component of all organisations. Some businesses may have predominantly commercial objectives, while other organisations may have more complex social objectives. The common themes will be explored across a variety of types of organisations, while emphasising the specific challenges of management found in different organisational contexts.

A major focus of the module is the need to explore the meaning of management; who are managers, where do they work, what do they actually do? To address these questions, the module looks at the impact of the external environment, the culture of an organisation, and societal influences, on the management role. The module then examines organisational structure and design and looks at how these variables influence how managers make decisions, plan, and control activities. It concludes with an insight into operations management and entrepreneurial ventures.

Fundamentals of Marketing

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations.

On completion of this module, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

Leisure Management and Consumption

The module incorporates the managerial and marketing considerations that are essential to our understanding of leisure as a business. This requires a range of management issues to be considered, such as planning and development. It also requires an appreciation of the framework in which leisure operates as a business at different geographical levels and the associated logistical and operational issues.

There is also emphasis on the behaviour of consumers in leisure contexts, focusing on psychological and socio-historical theoretical frameworks that inform such behaviour. Additionally, the module will focus on issues concerning the wider societal importance of leisure, its impact and legacy. There will be a strong emphasis on tourism, sport and creative industry contexts as a means of exploring these issues.

The module will address the following areas:

- Understanding leisure: The meaning and value of leisure, the growth and development of leisure, how managerial and marketing concepts can be applied in different leisure contexts.
- Issues in leisure management: the specific leisure management issues in context.

- Leisure events: Strategy, impacts and their scope: issues surrounding leisure events such as the use of events as a catalyst for regeneration and community participation;
- The creative industries: issues concerning leadership and entrepreneurship and work and careers in creative industries, consumption of music and leisure events.
- Understanding tourism: exploring themes within the context of the tourism industry and how tourists contribute to the development of tourism.

Marketing, Ethics and Society

The purpose of this module is to provide students with an opportunity to better identify and analyse ethical issues related to marketing. This module introduces ethical theories and frameworks that students can apply to a variety of ethical issues in marketing. The topics covered include the ethics of advertising towards vulnerable populations (i.e. children), the use of techniques such as product placement and stealth marketing, ethical considerations related to social and non-profit marketing campaigns and developing advertisements for controversial products. Students will engage in weekly debates which address questions such as whether being socially responsible means being irresponsible to the needs of shareholders and whether deceptive marketing practices are acceptable if they lead to 'good' outcomes for society.

In addition to being introduced to key ethical theories and frameworks, students will be able to apply these concepts through practical tasks, such as developing a one-year marketing plan for a charitable organization. In this way, students will both be able to apply the knowledge learnt as well as strengthen your ability to justify and support ethical positions through logic and argument. Some of the aims and objectives are summarised below:

- To provide students with a broad understanding of how marketing affects society.
- To develop skills necessary to apply a variety of concepts in public and private sector organizations.
- To be able to identify marketing ethics issues and to understand how these issues affect various stakeholders.
- To understand the implications of individual consumption behaviour and how ethics can be integrated into personal consumption decisions.

Operations Management

The aim of this module is to provide students with an appreciation of the importance of Operations Management in the production and service industries by introducing them to the operations function. In addition, this module aims to familiarise students with key operational methods and provide the opportunity to apply these techniques to relevant operational situations.

On completion of this module, students will be able to attain the following learning outcomes:

- Understand importance of operations management in business and identify the process transformations.
- Identify the key differences between manufacturing and service operations.
- Attribute the operational performance objectives of an organisation and determine its strategic position.
- Identify the factors which impact process design and influence of suppliers and customers on the design of an organisation's supply network.
- Understand the impact of technology, layout and flow on efficiency and effectiveness of an organisation.

- Identify the activities of planning and control in operations management.
- Review inventory systems and apply the relevant formulae to enhance inventory management.
- Understand what is Enterprise Resource Planning, Lean, Gap model, and challenges faced for business operations.

Retail Studies

The module introduces students to retailing and provides an understanding of the business strategies, operations, formats and environments through which retailing is carried out. The materials covered would include, but not limited to the following areas:

- The complex and diverse retail industry
- The Changing Retail landscape
- Strategies for retail business
- Store formats for certain Retail trades
- Retail location
- Exemplary Customer Services within retailing
- Retail buying and merchandising
- Shoppers' behavior
- Information gathering for repeated purchases.

Year 2 Modules

Understanding Consumers

The aim of this module is to provide students with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations. The module also aims to develop your critical reading and writing skills. By the end of this module students will be able to:

- Appreciate the central role of consumer behaviour theory in marketing;
- Understand the antecedents of consumer behaviour in an individual and social context;
- Recognise the role of social and cultural influences upon consumer behaviour.

Retail Operations

The module provides an overview of the key elements which affect and influence the interaction between consumers and retailers and that are relevant when successfully formulating and managing retail operations. This module deals with the practical problems involved in running a retail business, from the basics of retail finances, through the role of the store manager to the contact between floor staff and a potential customer. Both strategic and tactical issues will be introduced with respect to the relationship between retailers and their existing and potential customers.

Understanding Supply Chains

This module examines modern approaches to supply chain management. It will introduce to students the subject of business-to-business and retail supply chains and provide an understanding of a range of issues and the role of retail management in modern supply chains.

Buying and Visual Merchandising

This module will provide students with an understanding of the integrated nature of the buying and visual merchandising processes within marketing and retailing. It will give you a firm understanding of the inter-relationship that exists between buying and corporate strategy, the issues pertinent to the management of the buying activity, as well as the tasks and activities for which the buyer and visual merchandiser are responsible.

Digital and Experiential Marketing

The objective of this module is to introduce students to the latest developments in digital marketing, grounded in professional advances and current research. The module will explore the underlying themes and principles of the dynamic world of digital marketing environment. A variety of topics will be covered, including: mobile marketing, online consumer behaviour, internet-based marketing research, viral and word of mouth campaigns, search engine optimization, user generated content and social media, and digital analytics and metrics.

Branding and Communications

The purpose of this module is to provide students with an understanding of branding and communications from a variety of perspectives – psychological, socio-cultural, financial, legal and creative. The module will draw on examples of consumer, service, retail and business-to-business brands as it covers the following inter-related themes: building successful brands; measuring brand equity, and designing and implementing brand strategies.

Year 3 Modules

Strategic Management

The aim of this module is to give students an understanding of the way organisations makes decisions by providing an overview of issues on strategy analysis, formulation and implementation. The module aims to combine the broad theoretical background of strategic management with practical implications to the way organisations are run be they in the private, public or NGO sectors. Thus, an important objective of the module is to provide students with tangible strategic skills that can readily be put into practice. The emphasis is on analysis and provides an examination of the choices that organisations have to make in changing business environments. The module will be taught by a mixture of lectures, seminars, guest speakers from industry and private study.

Multi-Channel Retail Marketing

Changes in consumer and business behaviour- from the internet and mobile shopping to the influence of social media – are making it harder for marketers to coordinate their overall brand-building strategy. This module considers these recent changes in marketing and the retail sector, particularly the digital technologies which have led to new forms of non-store shopping and the growing importance of electronic word-of-mouth. It will also look at the development of multi-channel marketing ecosystems and the challenges facing organizations as they try to build consumer response and loyalty through digital media.

Professional Development and Practice

Through practical workshop based activities and interactions with guest speakers from industry, students will further refine their work-related transferable skills such as communication, team working, leadership and negotiation. The assessment requires students to capture their reflections relating to an assessment of their own skills, competencies and career aspirations, as well as their anticipated 'readiness' for entering the graduate labour market. This enables students to draw together their reflections upon the various aspects of their learning journey to date, as well as demonstrating an appreciation of the professional skills required to enter their chosen field of work after they graduate.

Dissertation

Having completed three semesters of taught modules, students should be in a position to demonstrate their ability to work independently. Students will be asked to produce a piece of research that addresses a particular issue which they have identified as being worthy of further study. A supervisor is available to assist and advise students in the process of completing their dissertation.

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