

Course Description – Curriculum 2013

Subject: MK322 Retail Management

Credits: 3

Prerequisite: MK201

Description: A study of retail business management. Topics include roles and institutions related to retail business, understanding consumer behavior and market competition to determine effective retailing strategy, location selection, organization and human resources management, supply chain and IT for retail management, merchandise planning, purchasing system, retail branding, retail pricing, and promotion program, including store management, store design, store layout for product placement, services, and retail sales techniques. This course also discusses international retailing and electronic retailing.