

Course Description – Curriculum 2018

Subject: MK322 Retail Management

Credits: 3

Prerequisite: MK311

Description: A study of retail business management, shopper behavior and market competition to determine effective retailing strategy and retail marketing mix, in order to compete in the retail business, covering on-site, online, and omni retail. The content covers location selection, organization and human resources management, supply chain for retail management, merchandise planning, purchasing system, retail pricing, and promotion program, as well as store management, store design, store layout and product display.