

Figure 6.4
Retail Marketing Abbreviated Course Syllabus

<u>Course Number:</u>	BX804A
<u>Course Name:</u>	Retail Marketing
<u>Instructors:</u>	Li Fengwei
<u>Students:</u>	2021 Marketing Class 1
<u>Required Text:</u>	1. RETAILING, Xiao Yi, Higher Education Press, 4th edition 2020, Standard Book Number: ISBN 978-7-040-12261-9 2. RETAILING, Bai Yuling, Mechanical Industry Press, 2020, ISBN 978-7-111-66441-3
<u>Course Description:</u>	Retail Marketing is a personalized elective course for marketing majors. Retail Marketing is an applied discipline that systematically researches the basic theories, basic knowledge and basic skills of retailers engaged in retail operation and management activities from a micro point of view, and reveals the laws and methods of retail operation activities and has a high degree of guidance for retail practice.

Topic Outline:	Hours/Minutes
I. Retail Introduction	6
A. Laws of Retail Organizational Development	
B. Personalized Store Design	
II. Retail development strategy	6
A. Retail environment analysis	
B. Retail Competitive Advantage	
C. Retail competition strategy	
D. Retail expansion strategy	
III. Retail Design	6
A. Retail outlet exterior design	
B. Retail store interior design	
C. Retail organization design	
IV. Retail Merchandising Planning	6
A. Retail assortment and mix	
B. Retail mall layout and display	
C. Retail merchandise structure management	
D. Retail procurement management	
V. Retail price strategy	4
A. Retail price influences	
B. Retail price strategy	
C. Retail price adjustment strategy	

VI.	Retail Promotion Strategies	6
A.	Retail promotion overview	
B.	Retail advertising strategy	
C.	Retail sales promotion strategy	
VII.	Retail Service Strategy	6
A.	Concepts, types and roles of retail services	
B.	Retail service design	
C.	Retail service quality improvement	
	Total Sessions (Coverage Hours)	40

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	30
b. Finance	0
c. Accounting	0
d. Management	2
e. Legal environment of Business	2
f. Economics	0
g. Business Ethics	2
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information System	0
k. Quantitative Techniques and Statistics	2
l. Business Policies	0
m. Comprehensive or Integrating Experience	2
Total Estimated CPC Coverage Hours	40