

Module Outline – Bachelor of Arts (Honours) 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.

Sports Studies – Issues and Concepts

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes. Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector. Upon completion, will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

Sustainable Marketing

This module will develop students' knowledge and expertise on how strategically manage products and brands so to meet these environmental challenges. In doing this, students will develop a detailed understanding of the sustainable consumer, the causes of over-consumption and how marketing be can be sustainably practiced. Upon completion, students will be able to:

- Demonstrate knowledge and awareness of climate change and sustainable development that create challenges for marketing, markets and society.
- Explain the multidimensional and dynamic environmental impacts of consumption and consumer choices.
- Describe and apply conceptual frameworks relevant to sustainable marketing and sustainable consumption
- Selectively apply relevant theoretical and planning tools to solve a marketing management issue
- Search for relevant sources of information in order to conduct and deliver assessed and non-assessed (seminar) coursework.

Global Retailing in Society

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 & 3 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 Strategy and Operations

This module explores maximizing a retailer's use of resources and how a retailer converts these resources into sales and profits. It looks into both strategic and tactical perspectives, examining the relationship between retailers and their existing and potential customers. Based on the input from a theoretical but also practical point of view participants will evaluate the practical application of strategy upon retail operations. Upon completion, students will be able to:

- Explain the theoretical foundations underlying retail operational strategies, alongside current and emerging practitioner applications, and their contribution towards the process of exchange.
- Describe how macro environmental forces affect strategy and practice in retail operations.
- Consider the role and importance of customers and their expectations of the customer experience provided by retailers, from both academic and practitioner perspectives.
- Review and assess key aspects of the retail operations of a company within the existing and potential trading environment in which it operates.
- Demonstrate enhancement of key management skills including communication, team-working, situation analysis, problem-solving, creative initiative and time-management.

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.

Effective Communication and External Relations for Managers

In today's world of 24/7 media, the effective management of communications and external relations is an essential part of any manager's job. Whatever the business, excellence in external relations can build brand, grow the customer base and increase profits. And when things go wrong, managers can protect their business by actively managing communications with the media, customers and external stakeholders. This module gives managers an understanding of how the media works, how to shape the public narrative for their organisations, and how to use effective communications and external relations to grow their businesses.

Delivering Value in the Digital Age

This module aims to introduce, examine and understand modern approaches to supply chain management. It introduces students to the subject of supply chains in the digital age and provides an understanding of the issues and of management's role in supply chains. Upon completion, students will be able to:

- Develop in-depth knowledge of the processes in the distribution of goods and/or services and how these are linked with the processes of marketing from both academic and practitioner perspectives.
- Develop critical understanding of how the environmental forces (market, technological, social, ethic, legal) affect decision making and practice in the supply chain.
- Ability to apply theoretical knowledge to practice.
- Capacity to integrate and evaluate data from a variety of secondary and/or primary sources and based on them provide recommendations and solutions.
- Reason critically through problem solving and communicate effectively by delivering coherent arguments.

Multi-Channel Retail Marketing

Changes in consumer and business behavior - 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.

International Business

International Business (IB) is a multi-disciplinary module that considers the context and management of business and its people within an increasingly global world of work. Because of the importance of IB for all individuals who plan to have careers in business of any kind this is a required module for all students taking a Business Studies degree. This module is an introduction to IB which introduces learners to various issues related to IB. Key purposes of the module are to:

- Study organisations, people management and the changing IB environment;
- Provide an international perspective essential to many of today's employees in business and management; and
- Enhance cognitive and intellectual skills and personal development.

Marketing Analytics and Brand Creation

This module explores how marketing analytics can be applied in practice by marketing managers to understand consumers' values and then inform branding strategies that reflect those. Those issues are fundamental to every modern organisation. By the end of this module students will be able to:

- Appraise the use of a variety of marketing analytical tools (both offline and online) by the industry in order to help them make informed and strategic marketing decisions
- Explain the role of marketing analytics in identifying and addressing problems, interpreting and communicating results that are relevant to brands.
- Develop an understanding of the value and potential of brands and their importance in marketing theory and practice
- Assess key issues impacting the marketisation of brands, with a particular focus on the digitisation of the marketplace
- Develop time management, leadership, research, reasoning and presentation/communication skills

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.