

 **Course Description**

**Retail Management**

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| **Faculty of Business Administration** | **Department of Tourism and Hotel Management** |
| Course | **Retail Management** | Prerequisite:  | Principles of Marketing |
| Credit Hours:3 | Theoretical:3  | Practical:0 | Course Code:  | CBMC207 |

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| **Description** |
| This course deals with the basic concepts of retail management. It introduces its major characteristics and its importance as a central sector of economic activities. It includes a description of retail establishments, along with their specifications, importance, types, and all related sales processes that take place in them. It also deals with methods of pricing and analyzing retail policies, in addition to dealing with and planning for retail services.  |
| **Content** |
| Introducing Retail Sector. Activities associated with sales and services provided to the consumerRetail StrategiesProduct Sources, and data collection about consumer demandsTypes of Retail Shops and their DevelopmentDetermining and Understanding the Target MarketAnalyzing Retail Zone and Selecting Shop LocationPricing Strategies in Retail ManagementShop Organization and Management of Human ResourcesManagement of Supplies and LogisticsManagement of Operations- Management of Assets- BalancesManagement of StoresProducts SourcesPricing in Retail managementAgents Services and Designing Distribution Outlets |
| **References** |
| Berman B.R .,Evans J .R,'Retail Mangement ;A Strategic Approach" ,publisher: Prentice Hall,12Edition,2013-محمد عبد الله عبد الرحيم-تجارة التجزئة -2004- ادريس .جعفر, تجارة التجزئة ومهارات البيع, المملكة العربية السعودية, خوارزم العلمية للنشر,2013 |