

Module Documentation



MARK08014

Multi-channel Retail Strategy

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MARK08014

Multi-channel Retail Strategy

Short Title	Multi-channel Retail Strategy		
Full Title	Multi-channel Retail Strategy		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Carol Killarney	Department	Business
Official Code	MARK08014	NFQ Level	08
		ECTS Credit	05

Module Description

This module explores the various channels or 'routes to market' that link manufacturers with consumers, including 'bricks and mortar' retailing, online retailing and other direct marketing methods. It covers supply chain management and the key strategic elements of multichannel retailing management including consumer behaviour, segmentation & store positioning, and the retail marketing mix. Key contemporary issues such as sustainability and the growing integration of technology based solutions to retailing problems are also examined.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Appraise the role of retailing in the supply chain that links manufacturers to consumers.
2. Compare and contrast the major constituents of multichannel retailing: store-based retailing, electronic retailing, and mail order and other direct marketing methods.
3. Critically assess the business & marketing strategies of retailers.
4. Propose a best practice approach to sustainable retail operations.
5. Illustrate and evaluate how retailers are using new technologies to add value for their customers.
6. Work independently and as part of a team to complete tasks.
7. Communicate ideas effectively through verbal and written media.

Teaching and Learning Strategies

The course will be taught through a combination of lectures and tutorials. In tutorials learners will take part in class discussions, case study workshops and on-line task-based learning. Irish and international case studies will be used to examine multi-channel retailing in practice, and students will be encouraged to monitor current retailing developments. A combination of analytical and experiential learning methods will be used to enable learners to develop insights into how organisations choose and develop multiple channels to bring their products & services to market.

Assessment Strategies

Students will be examined through a combination of continuous assessment (40%) and a final examination (60%). Continuous assessment will be based on course participation and on the completion of appropriate tasks. No more than two separate assignments will be given.

Repeat Assessment Procedures

The repeat assessment procedure will be an examination.

Assessment Facilities

Some assignments will be submitted using Moodle. Other assessments will require computer laboratory facilities.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Multi-channel Retailing Overview

- Industry and organisation structures
- Types of retailing - outlets, locations, formats
- Retail change & formulating retail strategies.
- Multi-channel retailing - history & recent developments
- Trends in the industry and the retail environment

Supply Chain Management

- Types of supply chains
- The supply chain and its members - managing relationships within supply chains
- Key functions including retail buying, logistics & providing support and customer service
- Supply chain collaboration & category management
- Sustainability issues in supply chain management

Retail Strategy

- Retail segmentation - shopping orientations
- Customer buying behaviour & retailing
- Positioning - retail formats - from discount to luxury retailing
- Retailing operations & the retail marketing mix

Online Retailing

- Online usage - shoppers & retailers
- Drivers & benefits of online retailing
- Online shopping behaviour
- Retail websites & online shopping portals
- Designing the online retail strategy
- Integration of online and other retail formats
- Trends & future prospects

Direct Marketing Channels

- Direct marketing usage and patterns
- Key direct marketing methods - mail order, TV shopping, other direct mail
- The customer database
- The direct marketing process - including media selection, customer engagement, order fulfilment, monitoring and measuring results
- Impact of technology and integration with other formats especially on-line

Bricks and Mortar Retailing

- Evolution of traditional retailing
- Ownership & management of retail organisations - profile of some key retailers
- Retail location & site selection - GIS systems
- Store layout and design - merchandising & display - store atmospherics

Common elements of retail strategy

- Merchandise selection & management
- Retail pricing
- Customer service, customer relationship management & customer loyalty
- Marketing communications

Managing the Future

- Internationalisation of retailing
- Continuing evolution of retail technologies

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	40 %
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End of Semester / Year Formal Examination	60 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Participation	1,2,3,4,5,6,7	10	OnGoing
Continuous Assessment	3,4,5,6,7	30	TBA

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Exam	1,2,3,4,5,7	60	End of Semester

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	2	Weekly	2.00
Tutorial	Computer Laboratory	Seminar/Workshop	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Computer laboratory for the tutorial hours

Guest speakers

One field trip during the semester

Case studies from the European Case Clearing House

Module URLs

<http://www.retailireland.ie>

<http://www.retailexcellence.ie/>

<http://www.irishtimes.com/business/sectors/retail-and-services>

www.checkout.ie/

www.retailnews.ie/

www.shelflife.ie/

www.amarach.com/

www.cso.ie/

www.mii.ie/

<http://www.iaa.ie/resources/resource/1/state-of-the-net/>

<http://www.sfa.ie/>

<http://www.westbic.ie/>

<http://www.nielsen.com/ie.html>

Additional Information

None

ISBN BookList

Book Details

Barry R Berman 2012 *Retail Management: A Strategic Approach (12th Edition)* Prentice Hall
ISBN-10 0132720825 ISBN-13 9780132720823

Jan Hillesland 2013 *Fundamentals of Retailing and Shopper Marketing* Pearson Education Ltd
ISBN-10 0273757393 ISBN-13 9780273757399

Barry J. Davies 2002 *Managing Retail Consumption* Wiley
ISBN-10 0471489123 ISBN-13 9780471489122

2008 *The Retailing Reader* Routledge
ISBN-10 0415356393 ISBN-13 9780415356398

Patrick M. Dunne 2013 *Retailing* Cengage Learning
ISBN-10 1133953808 ISBN-13 9781133953807

Michael Levy 2013 *Retailing Management* McGraw-Hill/Irwin
ISBN-10 007802899X ISBN-13 9780078028991

2012 *Retailing in Ireland: Contemporary Perspectives* Gill & Macmillan Ltd
ISBN-10 0717152677 ISBN-13 9780717152674

Herb Sorensen 2009 *Inside the Mind of the Shopper: The Science of Retailing* Pearson
Prentice Hall
ISBN-10 0137126859 ISBN-13 9780137126859

Approval Information

School Approval by Deirdre Lusby on 16-04-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_ORETA_H08	201600	Bachelor of Business (Honours) in Retail Management