

**Course Code:** MARKRTL

**Course Title:** Marketing Retail

**Course Description:**

This course covers the basics in retailing. The retailing industry is one of the biggest and fastest growing industry. A lot of marketing students want to enter this field because of the chance to buy products and manage a retail brand. Students will learn the basics of managing a retail store and come up with a retail plan for an existing local brand or a new Asian product or brand.

**Department:** Marketing and Advertising

**Required text and materials**

Berman, Evans and Chatterjee. 2017. Strategic Retail Management 13th Edition

Lewis and Dart. 2014. The New Rules of Retail: Competing in the World's Toughest Marketplace 2nd Edition

Underhill, Paco. Why We Buy. Publisher: Simon & Schuster (December 2008)

**Other References**

Grewala, Roggeveena and Nordfältb. The Future of Retailing. Journal of Retailing: Volume 93, Issue 1, March 2017, Pages 1-6.

**ONLINE RESOURCES:**

Bluta,Tellerb and Flohb. Testing Retail Marketing-Mix Effects on Patronage: A Meta-Analysis. Journal of Retailing: April 2018. [www.forbes.com](http://www.forbes.com). Yearly Retail trends.