

Subject Description Form

Subject Code	MM3791
Subject Title	Retailing and Merchandising
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	This subject is designed to familiarize students with the retail and merchandising concepts and practice. It focuses on key strategic and tactical issues with an emphasis on merchandise and store management. These issues will be examined for a broad spectrum of retailers, both large and small, domestics and international, selling merchandise and services. It also discusses the current and emerging trends and developments in the retail industry, such as the engagement in corporate social responsibility activities, the impact of globalization on the retail industry, and the application of social media for communicating with customers and enhancing their shopping experiences.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Communicate in English, written and verbal, at a level of effectiveness sufficient for a business presentation or general conversation (BBA Outcome 1); b. Discuss and address some of the global retail issues including ethical and cultural issues (BBA Outcomes 2 & 4); c. Identify and resolve ethical issues in the retail business settings (BBA Outcome 4); d. Evaluate the processes and structures through different retail firms plan, decide, motivate and control their merchandise and store management activities (BBA Outcome 9); e. Identify and analyze the means by which value is created in merchandise and services and delivered to end consumers (BBA Outcome 10). <p>Studying this subject will also keep students' logical and creative thinking, and abilities in appreciating cultures and practices of different countries and IMC strategies of multinational corporations.</p>
Subject Synopsis/ Indicative Syllabus	Global and Hong Kong retail environment, trends and developments / Store-based and non-store retailing / Customer buying behavior / Retail market strategy / Financial strategy / Retail merchandising decisions / Customer service / Retail site location / Store management
Teaching/Learning Methodology	Lectures will be used to address the key issues and concepts of a topic. Related journal papers, business articles and questions on local and global cases will be assigned to students in advance and will be used as supplement for discussion during lectures and seminars.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	Continuous Assessment	50%					
	1. In-class participation and performance	10%	✓	✓	✓	✓	✓
	2. Individual Essay	25%	✓	✓		✓	✓
	3. Group Project	15%	✓	✓		✓	✓
	Examination	50%	✓	✓	✓	✓	✓
	Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ Consider and analyze the issues and concepts ▪ Read relevant chapters of the recommended textbook and other support learning materials ▪ Appreciate the models/frameworks in analyzing information gathered ▪ Undertake self-reflection and display individual insights to the problem with concise, interesting and logical arguments 							
Student Study Effort Expected	Class contact:						
	▪ Lecture		26Hrs.				
	▪ Tutorial		13 Hrs.				
	Other student study effort:						
	▪ Assignment and exam		72 Hrs.				
	▪ Continuous learning		28 Hrs.				
	Total student study effort		139Hrs.				
Reading List and References	Recommended Textbook						
	Levy, M., Weitz, B.A. and Grewal, D. (2014), <i>Retailing Management</i> , McGraw-Hill Education, 9 th Edition.						
References							
Journal of Retailing							
International Journal of Retail and Distribution Management							
Journal of Marketing							
European Journal of Marketing							
Journal of Service Research							
Harvard Business Review							
Chain Store Age							
Sloan Management Review							