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 (MM2BN05) 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	Upon completion of the subject, students will be able to: a. Communicate in English, written and verbal, at a level of effectiveness sufficient for a business presentation or general conversation; b. Discuss and address some of the global retail issues including ethical and cultural issues; c. Identify and resolve ethical issues in the retail business settings; d. Evaluate the processes and structures through different retail firms plan, decide, motivate and control their merchandise and store management activities; e. Identify and analyze the means by which value is created in merchandise and services and delivered to end consumers. Studying this subject will also keep students' logical and creative thinking, and abilities in appreciating cultures and practices of different countries and retailing and merchandising strategies of multinational corporations.
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.

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 %					

Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall grade.

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 –

- 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., and Grewal, D. (2023), *Retailing Management,* 11th Edition, McGraw-Hill Education.

Recommended Readings

Grewal, D. (2019), *Retail Marketing Management: The 5Es of Retailing,* 1ST Edition, Babson College, USA, SAGE Publication Ltd.

Pradhan, S. (2020), *Retail Management: Text and Cases,* 6th Edition, McGraw-Hill Education (India) Private Limited.

August 2022