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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Retail Management** | |  | 3 | 3+0 | 3 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | Design Purpose | To learn the concept of retail, to understand the importance of retail operations for the economic system and its place in the distribution channel, to understand the place and importance of retailing in the market system | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Gain theoretical knowledge about retailing and store management.  2. Categorizes the types of retailers.  3.Compares the theories about retail store location selection.  4. The retailer can diversify the product.  5. The retailer establishes the purchasing and pricing system of the enterprise.  6. Creates the retail communication mix. | | | | | | | Course Content | Concept and content of retail, distribution channel and distribution channel actors, types of retailing. | | | | | | | **Weeks** | **Topics** | | | | | | | one | to retail login | | | | | | | 2 | Retailing history and importance | | | | | | | 3 | Retailing affecting environmental factors | | | | | | | 4 | Retail shopping centre types and properties | | | | | | | 5 | Retail shopping centre types and properties | | | | | | | 6 | Retail shopping centre layout | | | | | | | 7 | Retail shopping centre location selection | | | | | | | 8 | Retailer in stores product and category planning | | | | | | | 9 | Retailer in stores pricing | | | | | | | 10 | Retail marketing communication | | | | | | | 11th | Information system and logistics | | | | | | | 12 | Retailer merchandising and shopping centre atmosphere | | | | | | | 13 | Electronic retail | | | | | | | 14 | Electronic retail | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Aydın, K.(2013) Perakende Yönetiminin Temelleri, Ankara: Nobel Yayın Dağıtım | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | **PO11** | | **LO1** | 5 | | 2 | - | | 2 | one | | - | - | | - | - | | - | 5 | | **LO2** | 4 | | 2 | - | | 2 | one | | - | - | | - | - | | - | 4 | | **LO3** | 4 | | 5 | - | | 2 | one | | - | - | | - | - | | - | 4 | | **LO4** | 4 | | 5 | - | | 2 | one | | - | 3 | | - | - | | - | 4 | | **LO5** | 4 | | 5 | - | | 2 | one | | - | 3 | | - | - | | - | 4 | | **LO6** | 4 | | 5 | - | | 2 | one | | - | 3 | | - | - | | - | 4 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | | Retail Management | 4 | 4 | - | 2 | one | - | 2 | - | - | - | 4 | |