THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Retailing
Unit code	MATS 20232
Credit rating	10
Level	3 (year 2)
Semester(s)	2
Pre-requisite units	Introduction to Retailing
Co-requisite units	None
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Dr D Vazquez
Other staff involved	None

2. AIMS

The programme unit aims to:
This unit aims to provide an understanding of the importance of retail management and marketing in achieving and maintaining competitiveness; to examine approaches to the management of retailing and the role of marketing in this process; and to consider effective practices of retail management. The unit consists of a blend of theoretical, case material and practical examples.

3. BRIEF DESCRIPTION OF THE UNIT

Brief Syllabus:

- **Retail location**
- **Retail Pricing**
- **Retail buying**
- **Retail promotion**
- **Retail marketing mix**

4. INTENDED LEARNING OUTCOMES *(include unit-specific and contribution to programme)*

Category of outcome	***On completion of this unit, students should be able to:***
Knowledge and understanding	TA6 • critical appreciation and understanding of the management issues entailed in retail management and marketing; • awareness and understanding of the role of buyer in the retail business;

Intellectual skills	• TB2, TB6, TB7.
Practical skills	TC6
Transferable skills and personal qualities	TD1, TD2, TD8

5. LEARNING AND TEACHING PROCESSES (*methods of delivery*)

This unit is delivered by lectures/ seminar classes

6. ASSESSMENT

Assessment task	Length	Weighting within unit (if relevant)
Exam		100%

Date of current version	18 April 2006