1. **KentVision Code and title of the module**

BUSN7170: Retail Sales Management

1. **Division which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

**Autumn** or Spring

1. **Prerequisite and co-requisite modules**

BUSN3710 Marketing Principles

1. **The programmes of study to which the module contributes**

BSc (Hons) Business & Management and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Understand the theories of retail change and the development of multi-channel and global retailing strategies.

8.2 Critically evaluate the role of store visual merchandising techniques and website design, and how this contributes to corporate image and sales.

8.3 Understand customer service management techniques and analyse the impact of different strategies.

8.4 Critically assess the other complexities of retail management to create a shopping experience that maximises customer satisfaction in relation to staff, stock and Corporate Social Responsibility (CSR) strategies.

8.5 Develop and apply selling skills.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 design, select and organise information (written and visual);

9.2 undertake independent and self-managed learning;

9.3 propose solutions to problems based on analysis and discussion / debate;

9.4 make an effective contribution to organisational decision-making.

1. **A synopsis of the curriculum**

This module explores the ever-changing trends of retailers both in the UK and globally. It will explore the dynamics of multi-channel retailing following the development of on-line retailing. It will also consider the store design and visual merchandising techniques that influence the characteristics of the retail brand and environment, which encourage a satisfying retail experience. The learner will understand how to analyse and interpret how the location of products in line with store purchasing and marketing policies influences sales and profit. The complexities of store management will further be explored.   
  
Indicative topics are:  
  
The dynamics of retail management and the macro environment  
Retail theories and strategic approaches   
Store formats  
Store location and international factors  
E-Retail  
Store design and visual merchandising  
Store operational management  
Customer service and the customer experience   
Commercial management and selling skills  
Case Studies of Food and Fashion retailing

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

1. **Contact hours**

Total contact hours: 22

Private study hours: 128

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual Essay (2500 words) (70%)

Group Presentation (30%)

13.2 Reassessment methods

Reassessment Instrument: Like-for-like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Private study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| Group Presentation | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |
| Individual essay | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

The first learning outcome develops students’ knowledge of theories of retail change and the development of multi-channel and global retailing strategies. This is achieved by using a wide source of case studies to debate international companies and their sales techniques. Students are encouraged to research international retailers for their assignments.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
|  |  |  |  |  |
|  |  |  |  |  |

Revised FSO Jan 2018