



Curriculum - 2017
BBA Hons (Marketing) Degree Program
Faculty of Management and Finance
University of Ruhuna

MKT 22503: Sales and Retail Management

Level: 2000

Number of Credits : 03

Course Description

Sales and retail management practices are vital to deliver high value to end users in retail settings. This course focuses on theories, concepts, models and process related to sales, selling process, salesforce management, customer relationship management and retail management strategies with the trends in sales and retail management.

Intended Learning Outcomes

At the end of this course, student will be able to;

- Understand the theories, concepts, models and process in sales and retail management.
- Discuss the importance of ethics in sales and retail environment.
- Develop effective sales and retail management strategies.
- Analyze the applicability of sales and retail strategies in different retail contexts.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Method of Assessment

In-course Assessments : 30 %
End Semester Examination : 70 %

Course Contents

1. Introduction to sales and retail management
2. Strategic planning in sales and retailing
3. Retail outlets and sales settings
4. Customer relationship management
5. Selling process and sales techniques
6. Sales force management
7. Trading area analysis and site selection
8. Retail buying
9. Retail pricing
10. Retail marketing
11. Retail logistics, design and visual merchandising
12. Establishing and maintaining a retail image and atmosphere
13. Managing the ethics in sales and retail environment
14. Trends in sales and retailing

Recommended Readings

1. Berman, B. and Evans, R. (2013).Retail Management, A Strategic Approach, (12th ed.), Prentice Hall.
2. Jobber, D and Lancaster, G. (2009) Selling and Sales Management, (7th ed.), Pearson education.