




RETAIL MARKETING

 Personalised by Domestic x



STUDY LEVEL

Undergraduate



CREDIT POINTS

10 



STUDENT CONTRIBUTION BAND

**New students
(Non-
grandfathered
students)**

Band 4

**Grandfathered
students** Band



OFFERED

2024 Trimester 1,
Online

 24 Trimester 1,
Nathan Campus -
Mixed Mode
2024 Trimester 1, Gold
Coast Campus -
Mixed Mode

KEY FACTS



COURSE CODE

2036MKT

ABOUT

COURSE SUMMARY

About this course


Retail marketing is an exciting area of contemporary business. This course emphasizes attracting customers to a diversity of retail forms, and the elements which facilitate informed consumer choice. It is critical for all businesses (including manufacturers and wholesalers) to understand and utilise retail marketing theory to sustain retail brands. Through this approach you will develop strong foundations in specific aspects of retail marketing such as creating customer loyalty through visual merchandising, store design, price promotions, and merchandise assortment. You apply retail marketing theory to relevant and practical retail issues with these experiences providing you with a skill set essential to your business career. Prerequisites: NIL Co- requisites: NIL Incompatible: NIL

[View course profiles](#)

Course summary

2024 Trimester 1, Online - Online

Not
right?

[Change course
offering](#) 



CONVENOR

[Professor Scott Weaven](#) 



FULL CLASS DETAILS

Please view [full class information](#) if your class is full

Key dates

Course start date

4 March 2024

Last date to add a course

17 March 2024

Last date to drop a course without financial penalty (Census date)

1 April 2024

Last date to drop a course without academic failure

5 May 2024

Timetables

Show "Open" classes only

Show classes for all days 

Class	Availability	When	Where	Notes
Workshop (10946)	Open	Monday 18:00 - 19:50 Weeks 1 - 4, 5 - 12	Online	

Found in



BACHELOR OF
**ADVANCED DIGITAL
MARKETING AND ANALYTICS
(HONOURS)**

The world of marketing technology and business is rapidly changing. The new Bachelor of Digital Marketing and Analytics (Honours) gives you the latest digit...



March
2025



Online
Gold
Coast
Nathan



320
CP

Need help?



First Peoples of Australia

