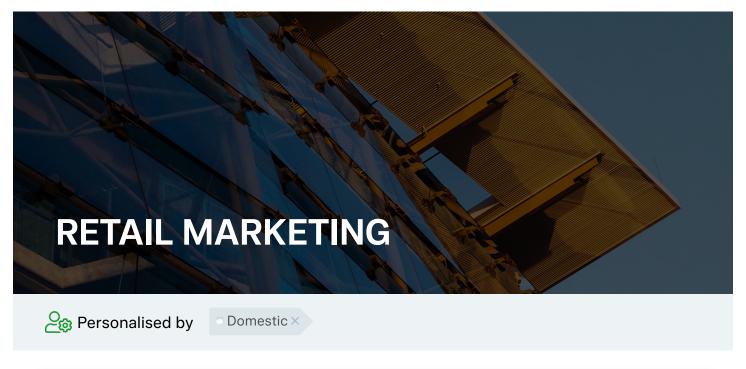
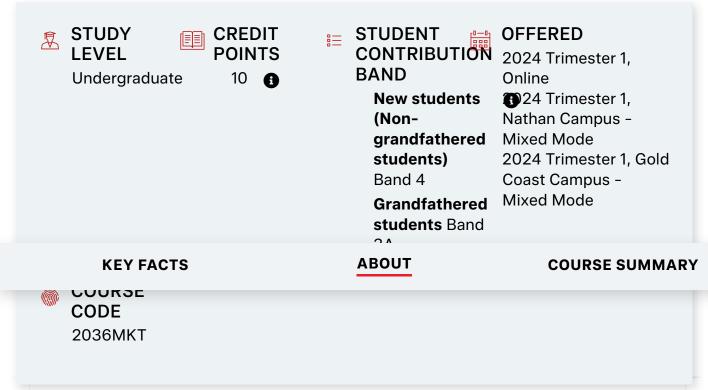


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About this course

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



Not right? Change course offering Z



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	

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