

Preparatory Course in Retail Marketing*

The Preparatory Course comprises the following modules:

INTRODUCTION TO MARKETING

This module provides a basic understanding on how the use of the marketing approach and the marketing mix may reach customer and sustain competitive advantage in a range of situations and organisations. It provides the foundation for more advanced modules in marketing management by covering a wide range of topics including the marketing environment, social responsibility, consumer behaviour, the marketing process and strategic marketing.

RETAIL STUDIES

This module introduces students to current developments in retailing and provides an understanding of the business strategies, environments, operations and formats through which retailing is carried out. Three main themes arise in this module: the background focusing on the complex environments in which contemporary retail marketers operate; elaboration on retail operations and management issues; and, discussion of formats and innovations through which retailing occurs.

*The Preparatory Course in Retail Marketing only applies to non-Marketing and/or non-Business related diploma holders