

Module Outline – Bachelor of Arts (Honours) Retail Marketing

Year 1 Modules

Fundamentals of Sustainability in Management

Sustainability is a central and substantive part of the operating environment of all organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. The module focuses on how sustainability (composed of social, environmental and economic) issues shape the way managers make decisions and act within organisations. We will seek to answer three questions: one, what is the state of the world (e.g. climate change, the Anthropocene, planetary boundaries); two, why do we care (e.g. business case for sustainability, legal requirements); three, what can we do about it (e.g. environmental management systems, systems thinking). The module concludes with key tools used by managers to manage sustainability issues.

Fundamentals of Marketing

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations.

On completion of this module, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

The Organisation of Business

There has been a worldwide expansion of organisation since the industrial era. It is almost impossible now to do anything without relying on, or at least interacting with, an organisation. Try to think about how many different organisations have entered your day-to-day activities just today and how many of them were necessary for you to get something done. This makes the study of organisation more important than ever.

In this module, students will be looking into the world of organisations, scrutinising it with questions that matter for the people who inhabit organisations as well as those who are affected by the consequences of their activities. What are the different ways by which business can be organised and is business the only, or best, way to organise?

From the early days of the railroads to the recent rise of new technologies of automation, students will be challenging the mistaken assumption that everything organisational is ultimately about profit. The Organisation of Business therefore provides you with a starting point for making informed and responsible judgements when managing people and technologies in contemporary work organisations.

Understanding Global Sport

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes.

Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health-related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector.

On completion of this module students will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

Socially Responsible Marketing

This module will develop students' knowledge and expertise on how strategically manage products and brands during the climate emergency. In doing this, students will develop a detailed understanding of the sustainable consumer, the causes of over-consumption and how marketing can be sustainably practiced. Upon completion, students will be able to:

- Demonstrate knowledge and awareness of the climate change and sustainability issues that create challenges for marketing, markets and society.
- Explain the multidimensional and dynamic environmental impacts of consumption and consumer choices.
- Describe and critically analyse the conceptual frameworks related to sustainable marketing and sustainable consumption.
- Selectively apply relevant theoretical and planning tools to either reactively or proactively solve a marketing management issue.
- Search for relevant sources of information in order to conduct and deliver assessed and non-assessed (seminar) coursework.

Global Retailing in Society

The module introduces students to retailing and provides an understanding of the business strategies, operations, formats and environments through which retailing is carried out. The materials covered would include, but not limited to the following areas:

- The complex and diverse retail industry
- The Changing Retail landscape
- Strategies for retail business
- Store formats for certain Retail trades
- Retail location
- Exemplary Customer Services within retailing

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- Retail buying and merchandising
- Shoppers' behavior
- Information gathering for repeated purchases.

Year 2 & 3 Modules

Understanding Consumers

The aim of this module is to provide students with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations. The module also aims to develop your critical reading and writing skills. By the end of this module students will be able to:

- Appreciate the central role of consumer behaviour theory in marketing;
- Understand the antecedents of consumer behaviour in an individual and social context;
- Recognise the role of social and cultural influences upon consumer behaviour.

Retail Strategy and Operations

This module explores maximizing a retailer's use of resources and how a retailer converts these resources into sales and profits. It looks into both strategic and tactical perspectives, examining the relationship between retailers and their existing and potential customers. Based on the input from a theoretical but also practical point of view participants will evaluate the practical application of strategy upon retail operations. Upon completion, students will be able to:

- Explain the theoretical foundations underlying retail operational strategies, alongside current and emerging practitioner applications, and their contribution towards the process of exchange.
- Describe how macro environmental forces affect strategy and practice in retail operations.
- Consider the role and importance of customers and their expectations of the customer experience provided by retailers, from both academic and practitioner perspectives.
- Review and assess key aspects of the retail operations of a company within the existing and potential trading environment in which it operates.
- Demonstrate enhancement of key management skills including communication, team-working, situation analysis, problem-solving, creative initiative and time-management.

Buying and Visual Merchandising

This module will provide students with an understanding of the integrated nature of the buying and visual merchandising processes within marketing and retailing. It will give you a firm understanding of the inter-relationship that exists between buying and corporate strategy, the issues pertinent to the management of the buying activity, as well as the tasks and activities for which the buyer and visual merchandiser are responsible.

Digital and Experiential Marketing

The objective of this module is to introduce students to the latest developments in digital marketing, grounded in professional advances and current research. The module will explore the underlying themes and principles of the dynamic world of digital marketing environment. A variety of topics will be covered,
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including: mobile marketing, online consumer behaviour, internet-based marketing research, viral and word of mouth campaigns, search engine optimization, user generated content and social media, and digital analytics and metrics.

Effective Communication and External Relations for Managers

In today's world of 24/7 media, the effective management of communications and external relations is an essential part of any manager's job. Whatever the business, excellence in external relations can build brand, grow the customer base and increase profits. And when things go wrong, managers can protect their business by actively managing communications with the media, customers and external stakeholders. This module gives managers an understanding of how the media works, how to shape the public narrative for their organisations, and how to use effective communications and external relations to grow their businesses.

Delivering Value in the Digital Age

This module aims to introduce, examine and understand modern approaches to supply chain management. It introduces students to the subject of supply chains in the digital age and provides an understanding of the issues and of management's role in supply chains. Upon completion, students will be able to:

- Develop in-depth knowledge of the processes in the distribution of goods and/or services and how these are linked with the processes of marketing from both academic and practitioner perspectives.
- Develop critical understanding of how the environmental forces (market, technological, social, ethic, legal) affect decision making and practice in the supply chain.
- Ability to apply theoretical knowledge to practice.
- Capacity to integrate and evaluate data from a variety of secondary and/or primary sources and based on them provide recommendations and solutions.
- Reason critically through problem solving and communicate effectively by delivering coherent arguments.

Multi-Channel Retail Marketing

Changes in consumer and business behavior - from the internet and mobile shopping to the influence of social media – are making it harder for marketers to coordinate their overall brand-building strategy. This module considers these recent changes in marketing and the retail sector, particularly the digital technologies which have led to new forms of non-store shopping and the growing importance of electronic word-of-mouth. It will also look at the development of multi-channel marketing ecosystems and the challenges facing organizations as they try to build consumer response and loyalty through digital media.

International Business

International Business (IB) is a multi-disciplinary module that considers the context and management of business and its people within an increasingly global world of work. Because of the importance of IB for all individuals who plan to have careers in business of any kind this is a required module for all students taking a Business Studies degree. This module is an introduction to IB which introduces learners to various issues

related to IB. Key purposes of the module are to:

- Study organisations, people management and the changing IB environment;
- Provide an international perspective essential to many of today's employees in business and management; and
- Enhance cognitive and intellectual skills and personal development.

Marketing Analytics and Brand Creation

This module explores how marketing analytics can be applied in practice by marketing managers to understand consumers' values and then inform branding strategies that reflect those. Those issues are fundamental to every modern organisation. By the end of this module students will be able to:

- Appraise the use of a variety of marketing analytical tools (both offline and online) by the industry in order to help them make informed and strategic marketing decisions
- Explain the role of marketing analytics in identifying and addressing problems, interpreting and communicating results that are relevant to brands.
- Develop an understanding of the value and potential of brands and their importance in marketing theory and practice
- Assess key issues impacting the marketisation of brands, with a particular focus on the digitisation of the marketplace
- Develop time management, leadership, research, reasoning and presentation/communication skills

Dissertation

Having completed three semesters of taught modules, students should be in a position to demonstrate their ability to work independently. Students will be asked to produce a piece of research that addresses a particular issue which they have identified as being worthy of further study. A supervisor is available to assist and advise students in the process of completing their dissertation.