

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

MERCHANDISING

Studies: Management

II cycle studies
Excellence in Management
Specialty: Modern Communication In Business

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
Full time studies		3	16	12	1

Course description:

Merchandising is a multifaceted field that plays a crucial role in the success of retail businesses. It involves the strategic planning, implementation, and control of product assortments, pricing, placement, and promotion to maximize sales and profit margins. This study program delves into various aspects of merchandising, providing students with a comprehensive understanding of consumer behavior, retail analytics, supply chain management, and the ever-evolving landscape of e-commerce. The curriculum emphasizes the importance of consumer insights and market trends in shaping merchandising strategies. Students explore methods to interpret market data, analyze consumer behavior, and forecast demand, enabling them to make informed decisions in merchandise planning and allocation. Understanding the intricacies of supply chain management equips students with the skills needed to manage inventory effectively, ensuring the right products are available at the right time and place. Moreover, the program delves into visual merchandising techniques, teaching students how to create captivating product displays and optimize store layouts to attract and engage customers. With the proliferation of online retail, the curriculum also covers digital merchandising strategies, including e-commerce platforms, digital marketing, and leveraging technology to enhance the online shopping experience. Through a combination of theoretical knowledge and practical applications, students develop critical thinking, analytical, and strategic skills necessary for success in the dynamic retail industry.

The course is filled in with many case studies and practical examples of Merchandising problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Understanding Consumer Behavior: Analyze consumer trends, preferences, and behaviors to develop effective merchandising strategies.
2. Merchandise Planning and Allocation: Learn techniques for planning inventory, assortments, and allocation strategies to optimize sales and minimize excess stock.
3. Retail Analytics and Data Interpretation: Acquire skills in data analysis to make informed decisions regarding product assortment, pricing, and promotions.
4. Visual Merchandising and Store Layout: Explore methods to create visually appealing displays and optimize store layouts to enhance the customer experience.
5. Supply Chain Management: Understand the role of supply chains in merchandising, including sourcing, production, logistics, and distribution.
6. E-commerce and Digital Merchandising: Explore the nuances of online retailing, including digital marketing, e-commerce platforms, and customer engagement strategies.

Teaching the functions and role of Merchandising for contemporary market entities, developing skills in solving Merchandising problems, as well as analysing data (from primary

and secondary data).

Creating presentations for the reports and written reports on Merchandising problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Merchandising in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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theoretical knowledge and practical applications, students develop critical thinking, analytical, and strategic skills necessary for success in the dynamic retail industry.

Main topics:

1. Introduction to Merchandising and Retail Management
2. Consumer Behavior Analysis
3. Merchandise Planning and Inventory Management
4. Retail Analytics and Data Interpretation
5. Visual Merchandising and Store Design
6. Supply Chain Management in Retail
7. E-commerce and Digital Merchandising Strategies

Literature

Main texts:

1. Smith, John. "The Science of Retailing." Wiley, 2018.
2. Brown, Sarah. "Data-Driven Merchandising Strategies." Routledge, 2017.
3. Johnson, Emily. "Merchandising Analytics: Theoretical and Practical Applications." Springer, 2018.

Additional required reading material:

1. Garcia, Maria. "E-commerce Merchandising: Strategies for Success." Palgrave Macmillan, 2018.
2. Patel, Raj. "Retail Supply Chain Management." Pearson, 2017.
3. Lee, David. "Visual Merchandising: Principles and Practices." Fairchild Books, 2018.
4. Clark, Laura. "Digital Retailing: Strategies and Technologies." Kogan Page, 2017.

Rules of the exams on subject (Assessments)

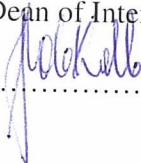
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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