COURSE DETAIL

RETAIL STRATEGY
Country Ghana
Host Institution University of Ghana, Legon
Program(s) University of Ghana
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 120
UCEAP Course Suffix
UCEAP Official Title RETAIL STRATEGY
UCEAP Transcript Title RETAIL STATEGY
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description
Retail Strategy is structured to teach those business activities involved with the sale of goods and services directly to final consumers. The objective of this course is to expose students to the crucial role played by retailing in any marketing process as part of the distribution function. The student also acquires knowledge of the major types of retailers, managing the retail function strategically, service retailing, internationalisation of retailing and the future of retailing. MKTG 401: Marketing ResearchThe course equips students with tools for conducting consumer-based research,

Language(s) of Instruction
English

Host Institution Course Number
MKTG 308

Host Institution Course Title
RETAIL STRATEGY

Host Institution Course Details

Host Institution Campus
Legon

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business School/Economics Department

Course Last Reviewed

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