

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 STRATEGY

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 Campus

Legon

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Business School/Economics Department

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