



UNIVERSITI TEKNOLOGI MARA

NMC612: MERCHANDISING AND GLOBAL DISTRIBUTION

Course Name (English)	MERCHANDISING AND GLOBAL DISTRIBUTION APPROVED				
Course Code	NMC612				
MQF Credit	3				
Course Description	This course introduces students to the basic concepts and principles of merchandising and global distribution management. Students will be taught the methods, practices and operations used to promote and maximize merchandise sales using product design, selection, packaging, pricing and discounting that stimulates consumers' interest and entices the consumer to make a purchase. In addition, this course also covers the aspects of logistics/supply chain management in distribution channel system which provide the essential linkages that connect producers and customers in a global market place. Students will be required to participate actively in class discussions and do all the case study assignments given out in class after each topic. Students are also required to conduct a project in groups of not more than three. Findings from the project have to be presented in a written and oral report at the end of the semester.				
Transferable Skills	Merchandise assortment Merchandising Planning system Buying process Global Distribution				
Teaching Methodologies	Lectures, Tutorial, Discussion, Presentation, Small Group Sessions , Directed Self-learning				
CLO	CLO1 Plan the role of merchandising as a business CLO2 Explain how to manage merchandise assortments, merchandising planning systems and the buying process CLO3 Discuss the importance and role of global distribution				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td>• Julian Dent 2011, <i>Distribution Channels</i>, Kogan Page Publishers [ISBN: 9780749462703]</td></tr><tr><td>Reference Book Resources</td><td>• Tony Morgan 2011, <i>Visual Merchandising 2nd edition</i>, Laurence King Publishing [ISBN: 9781856697637] • Grace I. Kunz 2009, <i>Merchandising: Theory, Principles, and Practice</i>, Fairchild Books [ISBN: 9781563678264] • David Frederick Ross 2010, <i>Introduction to Supply Chain Management Technologies, Second Edition</i>, CRC Press [ISBN: 143983752X]</td></tr></table>	Recommended Text	• Julian Dent 2011, <i>Distribution Channels</i> , Kogan Page Publishers [ISBN: 9780749462703]	Reference Book Resources	• Tony Morgan 2011, <i>Visual Merchandising 2nd edition</i> , Laurence King Publishing [ISBN: 9781856697637] • Grace I. Kunz 2009, <i>Merchandising: Theory, Principles, and Practice</i> , Fairchild Books [ISBN: 9781563678264] • David Frederick Ross 2010, <i>Introduction to Supply Chain Management Technologies, Second Edition</i> , CRC Press [ISBN: 143983752X]
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				