



# MCAST

Malta College of Arts, Science & Technology

MQF Level 4

BC4-A1-20

**MCAST Advanced Diploma in Retail**

**Course Specification**

## **Course Description**

Learners will be exposed to the different aspects and career opportunities related to retail including front line, logistics, purchasing, retail operations and visual merchandising as an example. The retail industry in Malta is one of the largest industries and offers career opportunities with both local as well as international chains.

Learners will be covering all aspects of the retail environment including Stock Presentation, Customer Care, Buying, Visual Merchandising and Consumer Behaviour. Throughout this course, which is on Apprenticeship, learners will be studying on a dual system whereby they will have days at school, and days out working in industry.

## **Programme Learning Outcomes**

At the end of the programme the learner will be able to:

1. *Apply principles of marketing and selling within a retail outlet;*
2. *Manage a team within a retail environment;*
3. *Engage effectively with retail customers;*
4. *Use IT applications to control and report on the retail outlet's performance.*

## **Entry Requirements**

MCAST Level 3 Diploma;

or

4 SEC/O-Level/SSC&P (Level 3) passes.

Preferred: Mathematics, English Language.

**Current Approved Programme Structure**

Unit Title	ECVET	Year
Principles of Marketing	6	1
Consumer Behaviour and the Marketing Process	6	1
Customer Service in Marketing	6	1
Principles and Practice of Selling	6	1
IT for Retail	6	1
Introduction to the Retail Industry	6	1
Logistics Operations	6	1
English	6	1
Maltese	6	1
Soft Skills Within Marketing	6	1
Health and Safety in the Retail Environment	6	2
E-Commerce for Retail	6	2
Visual Merchandising Principles	6	2
Warehousing	6	2
Working With and Leading Teams	6	2
Corporate Store Image	6	2
Costings for Retail	6	2
Mathematics for Retail	6	2
Employability and Entrepreneurial Skills	4	2
Intrapersonal and Interpersonal Skills	2	2
Work Based Learning	6	2
<b>Total ECVET</b>	<b>120</b>	<b>/</b>

## Unit: Principles of Marketing

**Unit level (MQF):** 4  
**Credits :** 6

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### Unit Description

Marketing involves informing people about a particular product or service, in order to encourage them to buy more, thus increasing sales, the purpose of which is to encourage people to purchase or use the product or service. In environments where profitability is paramount it is accepted that customers' needs must be identified and satisfied. The Marketing concept is about creating satisfied customers. This can be done through coordinating the development, pricing, promotion and distribution of products, services and ideas.

Individuals studying this unit will learn about the development and role of marketing, how it interacts with other functions and the importance of the marketing planning process. Marketing information and its use in the development of marketing plans is a key area of study in this unit. Individuals should also gain a good understanding of segmentation and targeting. Segmentation theory and methods available to organisations in different industry sectors should be covered in detail. The individuals should then understand the development of successful marketing mixes. This focuses on the traditional '4ps' (product, price, place and promotion) and also the extended marketing mix (people, process and physical evidence).

This unit provides a solid foundation for individuals wishing to learn the basic concepts of Marketing, its role within an organisation and the importance of the Marketing Planning Process. The unit is designed to help learners develop and learn how to search for information, identify and analyse relevant information to aid decision making. This allows learners to apply knowledge within a marketing context.

## **Learning Outcomes**

**On completion of this unit the learner will be able to**

- 1. Explain the concept, development and role of marketing in an organisation.*
- 2. Understand the marketing planning process and the interaction of marketing with other organisational functions.*
- 3. Explain the importance and role of marketing information within the marketing planning process.*
- 4. Identify and explain factors affecting marketing decisions.*
- 5. Analyse both internal and external marketing information and use it appropriately to inform marketing decisions.*
- 6. Select and justify appropriate segmentation and targeting methods within different industry sectors.*
- 7. Analyse and propose appropriate marketing and extended marketing mixes across different industry sectors.*

## Unit: Consumer Behaviour and the Marketing Process

Unit level (MQF): 4  
Credits : 6

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### Unit Description

Consumer Behaviour is the foundation to all advertising and marketing campaigns. Until you understand what motivates a consumer, it is not possible to target them. It is this understanding that sets companies apart from their competitor. Looking at the influences placed on consumers from friends, family, society and culture. To understand the influences means we can then tap into this and target consumers better. The unit looks at both psychological and sociological reasoning for motivation and decision making. From a psychological point of view, the unit begins by looking at learning, perception and motivation - these are the key fundamentals to understand when looking at behavioural traits, moving into the unconscious and the impact this has on us.

From the Sociological point of view, the key topics include reference groups and the external factors that influence consumers in order to understand how to then use this as a campaign. It allows the student to comprehend the influences on them and, subsequently, the consumer.

Understanding consumer behaviour is the key point when starting any marketing campaign. One needs to know consumers to know how to talk to them. Students will learn research and analytical evaluation skills to delve deeper into consumers' buyer behaviour. The application of the unit in real scenarios (e.g. advertising, product development, etc.) will let the student see the importance and the need for learning.

### Learning Outcomes

On completion of this unit the learner will be able to

1. *Explain key psychological terminology and apply it to a marketing setting.*
2. *Explain key sociological terminology and apply it to a marketing setting.*
3. *Research buying behaviour around a chosen marketing campaign.*
4. *Evaluate a current marketing activity through identifying the key concept and explaining how it is utilised.*

## Unit: Customer Service in Marketing

Unit level (MQF): 4  
Credits : 6

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### Unit Description

It is important to learn the importance of customers and the impact they can have on a business. The unit will begin with a focus on customers which will then widen out to explore different customer types. The unit will then examine various techniques and approaches to adopt in order to deal with them.

Moving on to look at customer service from a management point of view allows the student to see customer service from both points of view. From looking at the impact management decisions can have can help align staff and ensure a level of customer service is maintained throughout.

By then looking at strategies companies currently have allows students to examine effective customer service techniques and improvements a company could implement. These improvements can then be channeled into creating a new strategy.

The student should feel confident in customer types, customer service terminology, and what entails good customer service.

The unit allows students to look at customer care from an organisational point of view. Beginning from the point of view of the customer and following this through the point of view of staff (internal customers) and finally the organisation.

The unit will enable students to understand terminology surrounding customer care to ultimately identifying areas of weakness in a company and developing a customer care strategy based on this.

## **Learning Outcomes**

**On completion of this unit the learner will be able to**

- 1. Understand the importance of customer service and identify different customer types and different customer expectations*
- 2. Choose appropriate measures to manage customer sales and complaints.*
- 3. Analyse a company's customer service strategy*
- 4. Show how the customer service function influences continuous improvement and innovation*

## Unit: Principles and Practice of Selling

Unit level (MQF): 4

Credits : 6

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### Unit Description

It has been argued that there should be 5p's of marketing, being product, price, promotion and place, the fifth element being people. Much of what occurs in marketing has a people element. People sell goods and services and as such play a critical role in marketing. The extended marketing mix also includes physical environment and process. This unit is designed to allow the candidate to identify how selling is used in a variety of contexts and its role in the overall marketing effort. A sales person must be able to apply the marketing concept in order to develop a relationship with the customer, aiming to increase the level and frequency of sales. Students will consider and examine the two main issues arising throughout the Unit which are that Principles are the underlying structure on which all sales success are built and practices are the methods of applying basic principles in day-to-day sales efforts. A student will understand through this Unit that if your practices don't align with your principles there could be a negative effect on overall business performance and a failure in sales. At the end of this unit, the learner will understand the role of selling and its importance in achieving the organisation's objectives.

### Learning Outcomes

On completion of this unit the learner will be able to

1. *Identify the key role of selling in retail, business and service markets.*
2. *Understand the importance of keeping accurate and updated records, and the analyses of sales records and information to an organisation making the sales.*
3. *Identify and use the stages of the selling process to prepare and present a sales presentation.*

## Unit: Logistics Operations

Unit level (MQF): 4  
Credits : 6

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### Unit Description

Logistics Operations and application are a fundamental requirement for today's Supply Chain Professional and are at the heart of the Logistics Industry. Moving products by road, rail, sea and air are a core requirement for the Logistics organisation and professional and this unit will focus on key details within those areas.

This unit has been designed to give learners an overview of how logistics Operations are incorporated to the positive management of the supply chain. Students are required to determine the part taken by the organisation in delivering logistics Operations to meet business needs, as well as the significance of the supply chain organisation in delivering ultimate value.

This unit is principally for students who seek a career in Logistics Operations and aspire to senior level management posts which have a strong emphasis of supply chain activity

This unit would also be suitable for people in a variety of occupations in retail, not-for-profit services, public sector and production businesses. This area of study is also relevant for learners who are working within a variety of wider supply chain roles such as a distribution, stores, inventory control and procurement to deliver an appreciation of logistics operations.

### Learning Outcomes

On completion of this unit the learner will be able to

1. *Recognise the competitive advantages that are achieved by logistics operations.*
2. *Define the function of the business to ensure that the logistics operations are ready to deliver the needs of the customer.*
3. *Clarify how the management of key logistics costs deliver relevant stakeholder value.*
4. *Detail the logistics operations that ensure value is added to products*

## Unit: Soft Skills Within Marketing

**Unit level (MQF):** 4  
**Credits :** 6

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### Unit Description

The need for soft skills is strongly supported by recent research as well as by repeated calls from employers and entrepreneurs in various fora. Soft skills are increasingly being identified as a key factor to success, often even more than technical knowledge. As a result of this, Soft Skills Training is thus aimed at enhancing the concept of a holistic approach to vocational education and training which goes beyond hard skills and technical content. It exposes students to those skills which are an ever increasing requirement where only the best is good enough for survival, prosperity and ultimate success.

This unit trains students in skills requiring changes or adaptations in behaviour and thinking. Both intrapersonal as well as interpersonal skills are addressed. On an intrapersonal level, such skills include self-awareness, stress management, time management, positive thinking and creative thinking. On the other hand, on an interpersonal level, this module provides the foundations for a professional mind-set, fostering excellent customer service through refined communication skills, improving performance, promoting a sense of teamwork and networking, developing leadership potential and ultimately enhancing bottom line organizational success.

The value of this unit is reaped on various levels. This includes an improved career outlook, both in terms of developing employability skills which the industry quenches for as well as in terms of possible self-employment. Furthermore, the skills covered in this unit enable the student and the organisation/s which the student will form part of in the future, to gain the competitive advantage which is possible when the individual has enhanced skills in managing him/herself, and in dealing with others at various levels, including customers, colleagues/team members as well as the wider network of business relationships.

## Learning Outcomes

On completion of this unit the learner will be able to

1. *Identify the range of important intrapersonal and interpersonal skills which are required for the career which the student desires.*
2. *Develop a good sense of self-awareness, identifying personal strengths and weaknesses.*
3. *Develop the intrapersonal skills.*
4. *Develop the interpersonal skills.*