

## **GEOG3401 Retail Location (6 credits)**

**Course Teacher: Dr James J Wang**

### **Objectives**

This course introduces the principles and components of the retail system with the emphasis on the spatial pattern of demand and the value of location to various actors - the economic basis of location decision.

### **Course Synopsis**

This course introduces the basic principles and components of the retail system with the emphasis on the spatial pattern of demand and the value of location to various actors - the economic basis of location decision. The spatial structure of commercial activities are described and explained at both the settlement and the metropolitan scale with an eye on the location decisions of retail chains and developers. Students will be introduced to the most widely used procedures in store location studies and are urged to evaluate these techniques in terms of the retail chain's strategies and requirements in a local setting.

### **Lecture Topics**

- Processes and major actors in retailing
- Value of location
- Commercial structure: Retailing and settlement pattern, distribution system
- Location analysis
- Trade area analysis
- Retail in globalizing world

### **Assessment**

Examination (two hours) 60%; coursework 40% (consists of one assignment and class discussion).

### **Learning Outcomes**

Knowledge:

- How retailing business works and how the shops are located
- How operators assess the locations, and fit in or create retailing environment
- Behavior of shoppers in different countries

Skills:

- Basic methodologies of retail analysis
- Basic skills of location/site selections for retail business
- Practical skill in site survey

### **Recommended Reading List**

1. Jones, K. & Simmons, J. (1993) *Location, Location, Location: Analyzing the Retail Environment*, 2<sup>nd</sup> edition. Scarborough, Ont.: Nelson Canada.
2. Jones, K. & Simmons, J. (1990) *The Retail Environment*. London: Routledge.