## **Retail Marketing (English)**

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Module Title			Retail Marketing							
Module Title in English			Retail Marketing							
Module Leader			Julia Thalmann-Ulshöfer							
Teaching Staff			Prof. Dr. Julia Thalmann							
Courselanguage/				English						
(	Code	Workloa	ıd	Credits	Semo	ester	Semester Offe	ered	Duration	
Handel - Wahl		180 h		6	as of 4th semester		Every Winter semester		1 semester	
1	Туре	e of Cours	e		eduled rning	Inde	ependent Study		rox. Number of Participants	
	Lecture including Exercise		week	4 h/weel	k (= 60 h)	7	Րotal: 120 h	Lectu includ Exerc	ling hzw	

## 2 Learning Outcomes / Competences

This course is designed to enable students in understanding, analyzing and evaluating the many aspects of retail marketing. Upon completion of the course students will be able to:

- Demonstrate an understanding of the consumer decision process and the retail marketing strategies tackling the marketing mix in the retail environment in detail. Examine as well as analyse those concepts in domestic and/or global retail.
- In particular, conduct a deep dive analysis for one particular retailer by scanning the retail environment (e.g. location and site selection, store design), determining the retail positioning (e.g. price and promotion management), outlining the merchandise management & planning process as well as customer relationship activities, thereby selecting a clear retailer positioning and being able to carefully balance and debate the advantages and disadvantages of the retailers current marketing strategy.
- Create new ideas for the retailer's marketing mix by giving suggestions and constructing clear recommendations for future retail marketing plans. All arguments need to base on the profound analysis and justify why those support or hinder growth in the short- or long-term retailer development.

## 3 Contents

Students will be exposed to several key aspects of retail marketing including consumer buying behavior, store location analysis, managing merchandise assortment, in-store merchandising, promotions, and pricing. In the respective segments the expansion of retailing via the internet, mobile as well as social marketing will be touched. At the end of this course, students should understand the vital role of retail marketing, its contribution to the success of any retailing venture and its emphasis on maintaining strong customer relationships. Key topics are in short:

- Identifying and Understanding Consumers
- The Marketing Mix in Detail:
  - Retail Communication and Promotion
  - Retail Pricing
  - The Importance of Location
  - Store Layout, Design and Visual Merchandise
  - Customer Relationship Management
  - The Merchandise Planning and Analyzing Process

	Putting it all together: Integrating and Adapting the Retail Strategy	7					
4	Teaching Methods						
	Lecture (Presentation & Discussion), and Group Project Work						
5	Content-Related Module Prerequisites						
	Principles of International Retail Management						
	Marketing						
6	Formal Module Prerequisites						
	none						
7	Type of Exams						
	written exam (30 min.) (50%)  presentation (30 min.) (50%)  Examlanguage: English  Examlanguage: English						
8	Prerequisite for the Granting of Credits						
	Pass all assessment forms.						
9	This Module Appears in:						
	Course of Studies	Status					
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2013/14	Elective Module					
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2015/16	Elective Module					
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Elected Specialization					
	Modules in English at HRW	Elective Module					
	Zukunftssemester	Elected Specialization					
10	Weighting of Grade in Relationship to Final Grade						
	Weighting equals the proportion of module credits in relationship to the grade-relevant credits	total number of					
11	Additional Information / Literature						
	<ul> <li>Levy, M., Weitz, B. &amp; Grewal, D. (2019): Retail Management, 10th Edition, Mc Graw Hill, New York.</li> <li>Berman, B., Evans, J.R. &amp; Chatterjee, P. (2018): Retail Management - A strategic Approach, 13th Edition, Pearson, Harlow.</li> <li>Perry, J. &amp; Spillecke, D. (2013): Retail Marketing and Branding: A Definitive Guide to Maximizing ROI (Perspectives on Consumer Industries &amp; Retail), 2nd Edition, Wiley, Chichester.</li> </ul>						