

Retail Marketing (English)

Module Title		Retail Marketing			
Module Title in English		Retail Marketing			
Module Leader		Julia Thalmann-Ulshöfer			
Teaching Staff		Prof. Dr. Julia Thalmann			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
Handel - Wahl	180 h	6	as of 4th semester	Every Winter semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Lecture including Exercise: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Lecture including Exercise max. 150 bzw. 120
2	<p>Learning Outcomes / Competences</p> <p>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:</p> <ul style="list-style-type: none"> • 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	<p>Contents</p> <p>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:</p> <ul style="list-style-type: none"> • Identifying and Understanding Consumers • The Marketing Mix in Detail: <ul style="list-style-type: none"> ◦ 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 				

