

Course		
Applied Marketing in Retailing		
Lecturer	Duration	ECTS/Credit Points
Prof. Dr. Joachim Hurth	2 hours/week	3
Course Character	Semester	Course Language
Elective Course	Summer Semester	English
Prerequisites		
Basics of Marketing		
Description of the Course		
<p>During this course we will look at Strategic Management as seen in Retail business/Retailing. Various issues will be looked at and further illustrated via practical case studies. The content of this module is aimed at furthering basic knowledge in Retail Management and includes the following topics:</p> <p>Strategic Marketing</p> <ul style="list-style-type: none"> • Growth strategies • Internationalisation • Retail Branding and Positioning <p>Marketing Mix</p> <ul style="list-style-type: none"> • Pricing • Merchandise and Category Management • Instore Marketing 		
Course Components		
<p>a. Attendance and participation: Attendance and participation in class is mandatory. General discussion, asking and answering questions will help understanding the course material. In addition points for working and presenting of case study solutions will be given in class.</p> <p>b. Presentation and Exam: The total points to get are 90 points</p> <ul style="list-style-type: none"> ➤ Up to 30 points for the presentations, that means about 5 points per presentation ➤ Up to 60 points for the final exam <p>The exam consists mostly of short answer essays. The questions are designed to test your understanding of the subject and the application of the various concepts. All exams will be closed book. To receive a passing grade for the course, students must obtain at least 50% of the total points possible.</p>		
Preparation For and Participation in Class		
<p>Our class meetings are intended to supplement rather than substitute textbook material. The lecture will feature lecture sessions, discussion and presentations. At first, an introductory lecture is given. Then you will start to read your case study, may ask questions and start your teamwork. Last but not least you will present your own solution of the case study in groups.</p>		

Course Outline

Strategic Marketing

- Growth strategies
- Internationalisation
- Retail Branding and Positioning

Marketing Mix

- Pricing
- Merchandise and Category Management
- Instore Marketing

References

The seminar is based in particular upon the following reference:

Zentes, J./Morschett, D./Schramm-Klein, H. (2017): Strategic Retail Management, 3. ed., Wiesbaden.

The seminar is also based upon the following references:

Berman, B./Evans, J.R./Chatterjee, P.M. (2018): Retail Management, 13. ed., Upper Saddle River.

Levy, M./Weitz, B.A./Grewal, D. (2019): Retailing Management, 10. ed., New York.

Important Note:

The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you a rough idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated by the lecturer.