



GRADUATE SCHOOL

GM1108 Retail Marketing, 7.5 credits

Detaljhandelsmarknadsföring, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2011-06-01 and was last revised on 2018-05-14 by Graduate School to be valid from 2018-09-03, autumn semester of 2018.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Retail Marketing is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Retail Marketing the participant must fulfil the entrance qualifications for the Master of Science programme in Marketing and Consumption. For programme specific entrance requirements, see programme syllabus.

Learning outcomes

Upon completion of the course the student will be able to:

1. Account for theories and models within the area of retail marketing, in particular concerning retail consumption, retail exchange, retail business models and retail changes, in relation to digitalization of retailing.

2. Critically and systematically evaluate and synthesize retail marketing theories and apply these in the analysis of retail marketing phenomena.

Examination outcomes	Learning outcomes
Knowledge and understanding	1+2
Skills and abilities	2
Judgement and approach	2

Course content

The course is based on a practice-based approach to retail marketing. The course content is divided into five modules. The first module is retail consumption, which addresses in-store, digital as well as omnichannel behaviour. The second module is retail exchange, which analyses activities in the consumer-retailer interface. The third module, retail business models, focus on different forms of value creation and value appropriation in retailing. The fourth module, retail change, concerns innovation, technologies and structural changes in the field of retailing. The fifth module addresses contemporary issues in retailing.

Form of teaching

The teaching is based on lectures, seminars and assignments. Lectures aim at introducing the course participants to concepts and guide the students through the most important aspects of the literature. Seminars aim at discussing and further develop the content of the lectures and the literature. The ability to account for, evaluate, synthesize and apply the theoretical concepts to retail marketing phenomena is demonstrated through assignments, where students produce written reports.

Language of instruction: English

Assessment

Learning outcome 1 is examined through written assignments in the form of shorter reports based on the literature in different themes. Learning outcome 2 is examined through written assignments based on an analysis of a contemporary issue in retailing,

which has been identified and developed by the course participants. Students are permitted to complement a failed assignment to Pass within three weeks from notification of results.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

For Pass on the course, 50% of the total of the points that are possible to achieve will be needed. For Pass with Distinction, 75% of the total of the points that are possible to achieve will be needed.

Course evaluation

The course will be evaluated upon completion.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.