



GRADUATE SCHOOL

GM1118 Retail Marketing, 7.5 credits

Detaljhandelsmarknadsföring, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2022-03-18 and was last revised on 2023-10-02 to be valid from 2023-10-03, autumn semester of 2023.

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

On successful 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 exchange, retail consumption, retail business models and retail sustainability, 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.

The course is sustainability-related, which means that at least one of the learning outcomes clearly shows that the course content meets at least one of the University of Gothenburg's confirmed sustainability criteria.

Course content

The course is based on a practice-based approach to retail marketing. The course content is divided into five modules covering retail exchange, retail consumption, retail business models, retail sustainability and current issues in retailing. The module on retail exchange generally analyses activities in the consumer-retailer interface, while the retail consumption module more specifically analyses consumers and consumption in the context of retailing. The module on retail business models focuses on different forms of value creation and value appropriation in retailing. The retail sustainability module concerns sustainability issues in the field of retailing. The final module addresses contemporary issues in retailing. In all modules, there is a specific emphasis on aspects related to digitalization within retailing.

Form of teaching

The teaching is based on lectures, seminars and assignments.

Language of instruction: English

Assessment

Learning outcome 1 is assessed through an individual written exam based on the literature in different themes.

Learning outcome 2 is assessed through written group assignments based on an analysis of a contemporary issue in retailing, which has been identified and developed by the course participants.

A failed assignment can be supplemented to a Pass grade.

Individual exams shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

If a student who has twice received a failing grade for the same examination component wishes to change examiner ahead of the next examination session, such a request should be made to the department in writing and should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for study support for students with disabilities, the examiner may, where it is compatible

with the learning outcomes of the course and provided that no unreasonable resources are required, decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. The grade (A-E) corresponds to the total score a student obtains on the exam and group assignments. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

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.