

Retail Management (F710236)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)

Credits 3.0 Study time 90 h Contact hrs 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	Dutch	Gent	online discussion group	2.0 h
			self-reliant study activities	8.0 h
			lecture: response lecture	20.0 h

Lecturers in academic year 2020-2021

Lagasse, Leen EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

Bachelor of Science in Business Administration	crdts	offering
	3	A

Teaching languages

Dutch

Keywords

Retailmanagement, marketing

Position of the course

More and more marketers are working in a retail business or are coming in contact with it. This course aims to teach students to reason about the conditions and advantages and disadvantages of different distribution options, - goals, strategies and means of implementation available to a retail

Contents

The most important concepts and players. Discussion of the channel participants: independence, modes, location and statistical classification. The Belgian distribution evolution since WWII. Creation of a channel structure. Theoretical explanation of the distribution evolution. The environment of the distribution channel. The channel strategy for the producer. Value added in retail marketing. New forms of cooperation between producer and distributor. Market research in retail marketing. Location: Theory and research. Knowledge of Marketing Management is recommended

Initial competences

Basic Knowledge of Marketing Management is recommended

Final competences

- 1 1. Situation of the introductory concepts of retail marketing within the marketing perspective
- 2 2. Knowing the definitions, strengths and weaknesses of all types of channel participants
- 3 3. Understanding the theoretical explanatory models of distribution evolutions
- 4 4. Interpret the impact of environmental factors on the retailer's strategic choices in an omnichannel context

- 5 Evaluating the distribution decision from the producer's point of view
- 6 Reasoning from the added value in from the consumer view
- 7 Understanding the effects of and solutions of the changed power relations between producer and retailer
- 8 Detecting opportunities and threats of Belgian the Belgian retailer landscape starting from the current and future buying behavior
- 9 Detecting opportunities and threats of a specific retailer starting from the current and future buying behavior
- 10 Evaluating distribution decisions from the perspective of sustainability and social engagement

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, online discussion group, self-reliant study activities, lecture: response lecture, online lecture

Learning materials and price

Lagasse Leen (2017), Distributiekkanalen in marketingperspectief, VAN IN (ISBN 978-90-455-5219-4). (35,90€) + Slides + Articles via UFORA

References

Course content-related study coaching

Questions are possible during the sessions, by email or by appointment.

Evaluation methods

end-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period

Written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with multiple choice questions, written examination

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Extra information on the examination methods

Written exam with
 -multiple choice questions (75%)
 - open questions (25%)

Calculation of the examination mark

The student must pass the total exam.