



Course syllabus

School of Business and Economics
Department of Marketing

1FE672 Retail Management, 7,5 högskolepoäng
Retail Management, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by School of Business and Economics 2020-01-22

The course syllabus is valid from autumn semester 2020

Prerequisites

General entry requirements. English B/6 or the equivalent. Exception Swedish B/C.

Objectives

After completing this course the student should be able to:

- describe the theoretical background and development of the retailing discipline as well as its significance in contemporary society
- account for and analyse basic theories, concepts and models in retail management
- account for and analyse different types of retailers, traditional as well as virtual
- account for and analyse the role of different actors in the retailing industry
- create a retail business plan

Content

The course contains:

- retail marketing management
- retail marketing strategy
- retail marketing mix
- retail technology
- retail business plan

Type of Instruction

The teaching consists of lectures, seminars, workshops, and group projects. Dates for obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examination of the course consists of an individual digital exam, a written group report and an oral presentation.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE670 and 1FE671 with 7,5 credits each.

Other

If English is the language of instruction, the associated examination is in English too.

Required Reading and Additional Study Material

Required reading

Levy, M. and Weitz, B. A. *Retailing Management*. New York, NY: McGraw-Hill. Latest edition. About 700 pages.

Additional study material

Scientific articles. About 60 pages.

Business articles. About 20 pages.