



Course syllabus

School of Business and Economics
Department of Marketing

2FE530 Företagsekonomi III - Ledning och utveckling i handelsföretag, 15 högskolepoäng

Business Administration III - Retail Management and Retail Development, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2012-11-13

Revised 2014-10-15 by School of Business and Economics. Prerequisites, literature list and standard texts revised.

The course syllabus is valid from spring semester 2015

Prerequisites

Business Administration I-II, 60 credits whereof at least 22,5 credits Marketing

Objectives

MODULE 1

Sensory Marketing, 6 credits

On completion of the course, students should be able to:

- discuss and analyse how the concepts customer, and sensory, experiences can be perceived in theory and practice from both a business and consumer perspective
- account for the components included in an analysis of how customer and sensory experiences can be applied and developed in a company
- describe, apply and analyse the five stages that are included in an analysis of consumers' customer and sensory experiences
- identify, describe and analyse how customer and sensory experiences can for the basis of a business's short and long term marketing
- develop and suggest marketing strategies for customer and sensory experiences in both goods and service providing businesses
- discuss and problematize what distinguishes sensory marketing from traditional marketing of goods and services on the consumer market

MODULE 2

Service logic and value-creation within service and trade, 6 credits

On completion of the course, students should be able to:

- describe, analyse and explain service logic as a dominating basis for consumer-oriented marketing
- discuss and clarify the development, character and importance of relationship marketing
- analyse and problematize the role, development and character of the service sector
- describe and analyse the concept service management related to value-creation, quality, productivity as well as traditional and virtual service landscape
- discuss and problematize front-personnel and the customer as resources in service processes and value-creation
- apply theory within “service management” in order to manage and solve problems in marketing as well as account for and discuss conclusions with different parties

MODULE 3 Current research within Swedish retail, 3 credits

On completion of the course, students should be able to:

- discuss and analyse the application of retail research from a consumer perspective
- identify, problematize and develop an understanding for retail research in practice
- analyse and discuss the concept “State of the Art” in Swedish retail research
- develop and suggest research questions and approaches to problems for retail researchers

Content

MODULE 1

Sensory marketing, 6 credits

The course contains:

- sensory marketing and customer experiences; their importance for business and consumers in the binary society
- individualisation as a lifestyle and the brand name’s importance from both a business and consumer perspective
- the importance of Customer Relationship Management (CRM) in relation to sensory marketing
- sensory expressions, sensations and sensory experiences related to the human brain and the five senses
- the experience concept as an expression for the senses, character and the ultimate sensory experience

MODULE 2

Service logic and value-creation within service and trade, 6 credits

The course contains:

- service logic as a central starting point for marketing
- customer Relationship Management (CRM); its role and function in organisations’ marketing; relationship marketing and relationship management on different planes and from different perspectives, with primary focus on the consumer sector

- relationship marketing's fundamental character and development
- service sector's role and growth in society
- service management with focus on the consumer sector, the service concept, service branding and experiences as key concepts
- the importance of interactive and process-related features in marketing, such as features of more traditional character, service quality and productivity; consistently with primary focus on consumer services
- different types of delivery systems and their connection to customers/consumers and marketing; service production and the importance of different types of events, role of personnel
- service landscape, physical environment and technical equipment
- the customer/consumer as a contributing actor, segmentation and target-group analysis
- service development, new solutions and possibilities

MODULE 3

Current research within Swedish retail, 3 credits

The course contains:

- research questions and their practical application
- "State of the Art" in Swedish retail research
- implications on the basis of scientific articles and research reports
- research questions and problem formulations for researchers in retailing

Type of Instruction

Teaching is in the form of lectures, seminars and tutoring. Participation in and preparation for certain seminars and meetings is obligatory. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

The course is examined through a written exam, reports (individually and in groups), oral presentations and active participation in seminars.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year. Students that do not pass reports can complement according to instructions from the examiner.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Obligatory literature

MODULE 1 Sensory Marketing, 6 credits

Hultén, B., Broweus, N., van Dijk, M. *Sinnesmarknadsföring*. Malmö: Liber. About 180 p. Latest edition.

Schmitt, B. *Customer Experience Management - A revolutionary approach to connecting with your customers*. New Jersey: John Wiley & Sons. About 240 p. Latest edition.

Underhill, P. *Why We Buy - Shopping som vetenskap*. Västerås: Forma Publishing Group. About 200 p. Latest edition.

Scientific articles that highlight the field. About 90 pages.

MODULE 2 Service logic and value-creation within service and trade, 6 credits

Grönroos (Swedish or English version acceptable):

Grönroos, C. *Service management och marknadsföring*. Malmö: Liber. Selected parts, about 420 p. Latest edition.

Grönroos, C. *Service Management and Marketing - Customer Management in Service Competition*. Chichester, England. John Wiley & Sons, Ltd. Selected parts, about 420 p. Latest edition.

Gummesson, E. *Total Relationship Marketing*. Oxford: Butterworth-Heinemann LTD. About 380 p. Latest edition.

Wilson, A., Zeithaml, A., Bitner, M. J. *Services Marketing: Integrating Focus across the Firm*. New York, NY: McGraw-Hill Publishing Co. Selected parts, about 350 p. Latest edition.

Scientific articles that highlight the field. About 90 pages.

Reference literature

Bruhn, M. *Relationship Marketing - Management of Customer Relations*. Harlow, England: Financial Times Prentice Hall. Pearson Education Lim. About 290 p. Latest edition.

Bruhn, M., Georgi, D. *Service marketing: managing the service value chain*. Harlow, England; New York: Financial Times Prentice Hall. About 480 p. Latest edition.

Echeverri, P., Edvardsson, B. *Marknadsföring i tjänsteekonomin*. Lund: Studentlitteratur. About 530 p. Latest edition.

Normann, R. *Service Management - ledning och strategi i tjänstproduktion*. Malmö: Liber ekonomi. About 200 p. Latest edition.

Storbacka, K., Lehtinen, J.R. *CRM, Customer Relationship Management*. Malmö: Liber. About 200 p. Latest edition.

MODULE 3 Current research within Swedish retail, 3 credits

Hultén, B. *Den professionella kedjan och den kundstyrda marknadsföringen - om*

tillgänglighet och värdeskapande i det binära samhället. Stockholm: Handels
Utredningsinstitut (HUI). About 190 p. Latest edition.

Hultén, B. Compendium with selected scientific articles. Kalmar: Handelshögskolan
BBS. 100 p. Latest edition.