COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Retail Management and Marketing	**To be added**

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: dr. Robertas Ivanauskas **Other(s):**	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom	Autumn semester	English

Requirements for students
Prerequisites: Principles of Marketing

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed
Purpose of the course is to introduce for students the main concepts and theories of Retail management and marketing. In addition to this, the course provides ability to analyse retail market, and managerial comprehension about factors influencing management and marketing decisions in retailing business. Students will understand the main models and concepts and will be able to tailor them for analysis of retail marketing issues. Also, students will be capable to find and analyse information for decision making and investigate retailing differences in various countries.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Ability to identify and apply the main concepts and models of retail marketing	Self-study of literature. Problem-based learning. Active learning methods: brainstorming, group discussion, modelling situations. Research methods: information search, report preparation and presentation.	Tests containing closed-ended questions. Report preparation and presentation. Evaluation of student's active involvement during seminars, considering content and quality of opinions and comments expressed.
Capability to identify and evaluate the main factors influencing marketing decisions in retailing		
Competence to combine retailing tools and approaches in order to resolve retail marketing and management issues		
Group-work skills and ability to communicate innovative solutions of the group for broader audience.	Research methods: information search, report preparation and presentation.	Report preparation and presentation.
Competence to generate new decisions for retail business situations provided.		

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Introductory lecture. Introduction to retailing.	2		2					4	5	Studying literature (chapter 1 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
2. Relationships in retailing and across the value chain. Strategic planning in retailing.	2		1					3	6	Studying literature (chapters 2-3 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
3. Retail institutions by ownership and by store-based strategy mix. E-commerce, non-store based and other forms of non-traditional retailing.	2		1					3	6	Studying literature (chapters 4-6 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
4. Identifying and understanding consumers.	2		1					3	6	Studying literature (chapter 7 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
5. Information gathering and processing in retailing.	2		1					3	6	Studying literature (chapter 8 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
6. Trading area analysis and site selection.	2		1					3	5	Studying literature (chapters 9-10 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
7. Human resource management in retailing.	2		1					3	5	Studying literature (chapter 11 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
8. Retail operations management: financial dimensions.	2		1					3	5	Studying literature (chapter 12 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.

Topic										Description
9. Retail operations management: operational dimensions.	3		1					4	6	Studying literature (chapter 13 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
10. Development and implementation of merchandise plans	2		1					3	6	Studying literature (chapters 14-15 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
11. Financial merchandise management.	2		1					3	5	Studying literature (chapter 16 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
12. Pricing in retailing.	2		1					3	5	Studying literature (chapter 17 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
13. Retail image development.	2		1					3	5	Studying literature (chapter 18 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
14. Promotional strategy in retailing.	3		1					4	6	Studying literature (chapter 19 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
15. Integrating and controlling retail strategy.	2		1					3	5	Studying literature (chapter 20 from compulsory reading textbook) and additional information. Completing seminar tasks. Conducting research and analysis project.
Total	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Interim test	25%	During semester	Interim test is mandatory, and if it is not taken, the final grade cannot be positive. The interim test covers topics 1-5 as outlined in the table above. The interim test consists of around 20 closed-ended questions. 1 point is given for correct answer, 0 points for incorrect answer. % share of correct answers determines the final evaluation of the interim test. The interim test takes place during a lecture or outside of lectures/ seminars. The interim test date is announced 2 weeks ahead of the interim test. Students, who cannot write the interim test on the announced date because of justifiable reason (such as illness), would be allowed to write the interim test later during the semester or during the exam session. This additional date is announced 2 weeks in advance.

Final test	25%	During exam session	Final test is mandatory, and if it is not taken, the final grade cannot be positive. The final test covers topics 6-15 as outlined in the table above. The final test consists of around 30 closed-ended questions. 1 point is given for correct answer, 0 points for incorrect answer. % share of correct answers determines the final evaluation of the final test.
Activeness during seminars	20%	During semester	Evaluation of students' involvement and activeness when responding to lecturer's questions, performing case studies and discussing with other students. In addition to this, content and quality of students' opinions and comments expressed is taken into consideration.
Research and analysis project	30%	During semester	This is a group task where a single group consist of around 5 students. The project is about researching and analysing a specific product category(ies) (such as clothing) or retail channel (such as convenience stores) in a specific market(s) (e.g. Germany). Students would need to investigate: a) market size and historic/ forecast dynamic, b) retail channels, c) competitive environment among retailers. The purpose of this research and analysis task is to develop a set of recommendations for a potential new market entrant. The project is based on Euromonitor Passport data and on additional research of secondary sources. As a result of the project, students need to write a PowerPoint report and also present project results during seminars.
Final evaluation	n/a	n/a	The final grade of a student is a weighted average of evaluations from both tests, research and analysis project as well as activeness during seminars. 10-point scale is used for the final grade, where: • 10 means excellent • 9 – very good • 8 – good • 7 – average • 6 – satisfactory • 5 – weak • Less than 5 – not satisfactory In case the weighted average is X.5, it is rounded upwards. In case the weighted average is less than X.5 (i.e., X.4 or less), it is rounded downwards. Please note that interim test and final test are both mandatory, and if one or both of them are not taken, the final grade cannot be positive.
The assessment strategy for an external exam	Exam: 60%, individual task: 40%	Until the exam date	External exam is taken in the form of test. The external exam test covers topics 1-15 as outlined in the table above. The test consists of around 50 closed-ended questions. 1 point is given for correct answer, 0 points for incorrect answer. % share of correct answers determines the final evaluation of the external exam test. The individual task is about researching and analysing a specific product category (such as chocolate confectionery) or retail channel (such as convenience stores) in a specific market (e.g. France). Student would need to investigate: a) market size and historic/ forecast dynamic, b) retail channels, c) competitive environment among retailers. The purpose of this research and

			analysis is to develop a set of recommendations for a new market entrant. The task is based on Euromonitor Passport data and on additional research of secondary sources. As a result of the individual task, student need to write a PowerPoint report and also present individual task results ahead of the exam.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Barry Berman, Joel R. Evans, Patrali Chatterjee	2018	Retail Management: A Strategic Approach	13th Edition	Pearson Education Limited
Supplementary reading				
Michael Levy, Barton A. Weitz, Dhruv Grewal	2018	Retailing Management	10th Edition	McGraw-Hill Education
Helen Goworek. Peter McGoldrick	2015	Retail Marketing Management: Principles & Practice	n/a	Pearson Education Limited
Gibson G. Vedamani	2017	Retail Management: Functional Principles and Practices	5th Edition	Pearson Education Limited