



LUND
UNIVERSITY

Faculty of Social Sciences

SMMV24, Retail Marketing: Theoretical Perspectives and Concepts, 7.5 credits

Retail marketing: Teoretiska perspektiv och begrepp, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2019-09-30 to be valid from 2020-01-01, spring semester 2020.

General Information

The course is included in the Master's (120 credits) Programme in Service Management and is the third specialisation-specific course in the Retail specialisation. It is offered in the second semester.

Language of instruction: English

Main field of studies

Service Management

Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

For a Pass on the course, the students shall be able to

Knowledge and understanding

- demonstrate advanced understanding and knowledge of different perspectives in marketing and more specifically, retail marketing.
- define and discuss central concepts related to marketing in a retail context.

- account for and compare different theoretical perspectives in retail marketing.

Competence and skills

- study phenomena linked to marketing in a retail context on a chosen theme.
- analyse a retail context from different theoretical perspectives in retail marketing.

Judgement and approach

- relate critically to and evaluate marketing strategies in a retail context.

Course content

The course develops concepts and scientific perspectives that have been introduced on the specialisation-specific introductory course and the course on service logistics, which focused on retail and e-commerce perspectives. The aim of the course is for the student to develop advanced knowledge of marketing in retail from different perspectives.

The course consists of the following two components:

1 Seminars in retail marketing (2 credits): In this component, different theoretical perspectives on marketing and, more specifically, retail marketing are discussed.

2 Individual project (5.5 credits): In this component, the student engages in advanced study of a chosen theme in retail marketing. Such themes could for example include: sustainability in the retail sector, digitalisation, shopping experiences and service work in relation to consumers.

Course design

Teaching consists of lectures, seminars, workshops and supervision.

Unless there are valid reasons to the contrary, participation in seminars is compulsory. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of elected office duties, e.g. as a student representative.

Assessment

The course is assessed in the form of individual seminar assignments (2 credits) and individual project work (5.5 credits).

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of a major change to, or discontinuation of, the course. After this, further re-examination opportunities are offered, but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Module code 2001 is excepted from the grading scale above. The grade for this module code is Pass or Fail.

The students performance is assessed with reference to the learning outcomes of the course. For the grade of E, the student is to demonstrate acceptable results. For the grade of D, the student is to demonstrate satisfactory results. For the grade of C, the student is to demonstrate good results. For the grade of B, the student is to demonstrate very good results. For the grade of A, the student is to demonstrate excellent results. For the grade of Fail, the student has demonstrated unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

Entry requirements

To be admitted to the course, students must have earned 15 credits in the Master's (120 credits) Programme in Service Management prior to the second semester of the programme.

Subcourses in SMMV24, Retail Marketing: Theoretical Perspectives and Concepts

Applies from V20

- 2001 Individual seminar assignments, 2,0 hp
Grading scale: Fail, Pass
- 2002 Individual project work, 5,5 hp
Grading scale: Fail, E, D, C, B, A