

Class 2226 Retail Management & Marketing – For MORE students

The Institute for Retailing and Marketing offers solid training in the theories, methods, and techniques of marketing, with a focus on the specific aspects of retail management. The Institute seeks to give its students a solid understanding of the theoretical foundations of retail marketing and the skills needed for dealing with specific problems in real-life practice. The course deals with actual topics in retail management and takes both a local and an international perspective. Specifically, MORE students will understand key trends and strategies in retailing.

Detailed schedule	Content
Thursday, 21.01.2016, 9:00 a.m.-2:00 p.m., TC.4.16	9 a.m.-10:30 a.m.: An Introduction to Retail Management and Marketing; The Austrian Retail Market – Facts & Figures (Dr. Eva Lienbacher)
	10:30 a.m.-10:45 a.m.: <i>Break (15 min)</i>
	10:45 a.m.-12:15 a.m.: Retail Strategy; Retail Institutions by Store-Based Strategy Mix; Web, Nonstore-Based Retailing (Dr. Eva Lienbacher; Mag. Nicole Rychly)
	12:15 a.m.-12:30 a.m.: <i>Break (15 min)</i>
	12:30 a.m.-2:00 p.m.: Managing a Retail Business: Merchandise Management and Pricing, Human Resource Management (Dr. Christina Holweg)
Friday, 22.01.2016, 9:00 a.m.-2:00 p.m., TC.5.18	9 a.m.-10:30 a.m.: Managing a Retail Business: Communicating with the Customer, Logistics (Mag. Anton Salesny)
	10:30 a.m.-10:45 a.m.: <i>Break (15 min)</i>
	10:45 a.m.-12:15 a.m.: Managing a Retail Business: Store Design; Cultural Influence in Retailing (Mag. Robert Zniva)
	12:15 a.m.-12:30 a.m.: <i>Break (15 min)</i>
	12:30 a.m.-2:00 p.m.: Cultural Influence in Retailing - CASE (Mag. Robert Zniva; Dr. Eva Lienbacher)
Friday, 12.02.2016, 9:00 a.m.-11:00 a.m., TC.3.12	Final exam (1 hour)

Contact:

Dr. Eva Lienbacher
 Institute for Retailing and Marketing, WU Vienna University of Economics and Business,
 Welthandelsplatz 1, 1020 Vienna, Austria (Building D2, A)

Office hours: Tuesday, 11:00 a.m.-12:00 a.m.
 [by arrangement via E-Mail: eva.lienbacher@wu.ac.at]

Preparatory Coursework:

Please read the following literature:

- Berman, Barry/Evans, Joel R. (2013): Retail Management. A Strategic Approach. 12 Edition. Essex: Pearson, p. 201-225 (= 7. Identifying and Understanding Consumers).
- Kerin, Roger/Hartley, Steven/Rudelius, William (2015): Marketing. 12. Edition. New York: McGraw-Hill Education, p. 2-19 (=1. Creating Customer Relationships and Value through Marketing).
- Zentes, Joachim/Morschett, Dirk/Schramm-Klein, Hanna (2011): Strategic Retail Management. 2nd Edition. Wiesbaden: Gabler, p. 1-24 (=Introduction; 1. Retail Functions).

Answer the following questions at the end of the chapter (p. 24):

- Using the catalogue of retail functions, describe Best Buy's activities in terms of these functions.
- Imagine if Best Buy bought its own factories and increased its amount of store label brands. What would this mean for its relationship with manufacturers such as Apple, GE or Sony? Please Explain.

Learning Outcomes:

The overall objective is to make students familiar with current challenges and opportunities in today's highly dynamic retail environment. Specifically, this course intends to help students achieve the following learning objectives:

- To be familiar with the basic concepts and issues involved in retail management and marketing.
- To be knowledgeable about recent trends and important developments in the retail industry.

Teaching/Learning Methods:

- Presentations by lecturers
- Class room discussion
- Group work

Assessment

90% Final exam (=90 credits)
10% Individual contributions (=10 credits)

Total credits: 100
Excellent: 89-100 credits,
Good: 76-88 credits,
Satisfactory: 63-75 credits;
Sufficient: 51-62 credits,
Fail: 0-50 credits

Institute for Retailing & Marketing

Vienna University for Economics & Business (WU), Building D2, Entrance A
Welthandelsplatz 1, 1020 Vienna, www.wu.ac.at/retail