## Business Program in English

Program Coordinator: Prof. Dr. vom Kolke

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Retail and Services Marketing</th>
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<tr>
<th>Module Code</th>
<th>Hours per week</th>
<th>Duration</th>
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<tbody>
<tr>
<td>RSM</td>
<td>4</td>
<td>1 Semester</td>
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<tr>
<th>Module Instructor</th>
<th>Lecture type</th>
<th>Pre-requisite(s)</th>
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<tbody>
<tr>
<td>Prof. Dr. A. Weissman</td>
<td>Interactive seminar with group exercises</td>
<td>Basic knowledge in marketing is assumed</td>
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### Objectives

- To familiarize students with strategic challenges in Retailing.
- Understanding of successful concepts in Retail Business.
- Analyze the unique characteristics of the Marketing of Services, as opposed to products.
- Developing successful Retail and Services Marketing strategies and solving resulting Marketing problems.

### Content

- Understanding the different types of Retailers.
- Purchasing Power and Competition in Retailing.
- Trends in German Retailing.
- Acquire knowledge about electronic shopping.
- Developing brand strategies.
- Understanding multi-channel-marketing.
- Knowing, how electronic goods management systems work.
- Retail pricing, communication mix and customer service.
- City and regional marketing.

Teaching style is an integration of lecture and class participation, with exercises designed to exemplify key concepts.

### Grading/ Evaluation:

- Presentations, final exam

### ECTS-Credits: 5

### Text book/ teaching material: 

- Seminar material will be provided in class