### Module Title
Service and Retail Marketing

<table>
<thead>
<tr>
<th><strong>Module Code</strong></th>
<th><strong>Hours per week</strong></th>
<th><strong>Duration</strong></th>
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<tbody>
<tr>
<td>SRM</td>
<td>4</td>
<td>1 Semester</td>
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<tr>
<th><strong>Module Instructor</strong></th>
<th><strong>Lecture type</strong></th>
<th><strong>Pre-requisite(s)</strong></th>
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<tbody>
<tr>
<td>Prof. Dr. C. Dach</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 the unique characteristics of the Marketing of Services and Retailing, as opposed to the Marketing of physical goods.
- Understanding of successful marketing concepts in Services and Retailing.

### Content
- **Service Marketing**
  - Types of Service Companies
  - Consumer Behaviour in the Service Context
  - Service Quality
  - Service Strategy
  - Service Marketing Mix
- **Retail Marketing**
  - Types of Retailers
  - Intermediation and Disintermediation
  - Consumer Behaviour in the Retail Context
  - Retail Market Strategy
  - Retail Marketing Mix

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

### Grading/ Evaluation: final exam

| ECTS–Credits: | 5 |

**Text book/ teaching material:** seminar material will be provided in class