Course number: 32c 3
Course name: Retail and Service Marketing (Handels- und Dienstleistungsmarketing)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<td>RSM</td>
<td>7</td>
<td>4</td>
<td>Every semester</td>
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Lecturer: Prof. Dr. Dach
Tuition type: Seminar-style tuition with exercises
Compulsory/Elective: Compulsory

**Learning outcomes**
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students are familiar with the particularities of service and retail marketing. They are able to apply the four classic marketing instruments plus the three service-specific marketing instruments against the background of consumer behaviour in a service and retail environment.

**Social skills**
Students have learned to work in intercultural teams and solve group tasks in English.

**Method skills**
Students have a good command of specific methods of service marketing (e.g. gap analysis of service quality) and understand intermediation theories (e.g. Baligh-Richartz model).

**Personal skills**
The students are able to take part in English discussions and to defend their positions.

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

**Literature**
**Required reading**
## Recommended reading


## Teaching and learning methods

Presentation  
Seminar and group work

| Type of examination/Requirements for the award of credit points | Written examination  
| Duration: 90 minutes |
| Other information | Usually, half of the class consists of international students. |

| ECTS Credits | 5 |
| Workload | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |
| Course language | English |