

## 293NMARV544B – International Retailing Management

### BSc program (Spring 2019)

<b>Course leader:</b>	
<b>Lecturer(s):</b>	
<b>Department:</b>	Institute of Marketing and Media, Department of Marketing
<b>Office hours:</b>	“tba”
<b>Availability:</b>	
<b>Course type:</b>	elective
<b>Prerequisites:</b>	Marketing Principles, Business Administration
<b>Credits:</b>	6 ECTS
<b>Number of hours per semester</b>	Total number of lectures (one timeslot a week lecture = 1 x 14 = 14) and seminars (one timeslot a week seminar = 1 x 14 = 14 + 1 timeslot for the exam = 15 seminars) = 12 (lecture) + 12 (seminar) +1 (exam) = 25
<b>Time of class:</b>	“tba”
<b>Venue:</b>	“tba”

#### **Aims and objectives and description of the course:**

The course aims to provide a comprehensive review of the most important strategic and operative issues today’s retailers are facing with in an international environment. Furthermore, course aims to introduce international issues of retailing and enhance analytical skills using cases and examples of today’s largest retailers.

#### **Learning outcomes:**

The students will be able to

- understand the driving forces and structure of the global retail sector
- understand the consequences of retail internationalization in terms adaptation of retail strategies
- analyze merchandising, purchasing, pricing, communication activities and decision-making related to location and store layout of international retailers
- analyze the corporate, functional and category-related retail performance

#### **Course description**

The course covers the structural and strategic issues of international retail activities. Moreover, we discuss the tasks related to retail strategy (merchandise, retail pricing, communication,

services, location, store layout), and financial performance measurement of retail companies. Exercises, case studies, project works are based on the examples of leading international retailers.

**Methodology to be used:**

The course is a combination of lectures, class discussions, case study assignments, and group project work. Students are expected to read the relevant chapters of the textbook and to identify significant issues in advance for discussion in class.

**Detailed class schedule, 1<sup>st</sup> – 15<sup>th</sup> week:**

<b><u>Date of class</u></b>	<b><u>Topics to be discussed, readings required for the class</u></b>
Week 1	Introduction to the world of retailing; trends in the international retail markets. Introduction of the course; discussion of requirements and course evaluation.
Week 2	Evolution of retail outlet types; multi- and omnichannel retailing. Multichannel retailing. The behavior of retail customers. Store choice of consumers.
Week 3	Market Strategies of retailers; internationalization of retailing; market entry methods. <b>Case study discussion*</b>
Week 4	Innovation in retailing. Marketing innovations in retailing.
Week 5	Merchandise management. <b>Category management exercise*</b>
Week 6	Retail buying systems. Role play in buying.
Week 7	Retail pricing and promotional strategy. Evaluation of retail promotions.
Week 8	The retail communication mix. <b>Retail communication exercise*</b> .
Week 9	Location strategy, site selection. Analysis of trade areas.
Week 10	Store layout, design, and visual merchandising. <b>Store atmospherics exercise*</b>
Week 11	Managing retail customer services. <b>Case study discussion*</b>
Week 12	Financial strategy; evaluating and controlling retail performance. SPM exercise.
Week 13	Final exam (if applicable)
Week 14	Make-up exam (if applicable)

**Assignments:**

During the term, students have to prepare *individually* two case studies and submit maximum 5 PowerPoint slides (per case study) to the Moodle site of the course. The prepared case studies will be discussed in the class.

Furthermore, each student has to participate in a *group project work*. The topic of the project work can be chosen from the below 3:

- *Category Management project work*: visit a physical retail store and choose a product category. Make a list of all brands and brand variety in the category and draw them.
- *Retail Communication Exercise project work*: visit an online shop and collect the specific elements and information in the e-shop that communicate the store's image and the merchandise.
- *Store Atmospherics Exercise project work*: visit a physical store of your choice and evaluate the store layout, design, and visual merchandising techniques employed.

The results of the store observations should be assessed in a max. 10-page paper (+ Appendixes), submitted in a printed version, and presented in the underlying seminar.

### **Assessment, grading:**

Grades are **earned** by the students based on their class attendance, case studies, project work, presentation, and written final exam. Class attendance will be evaluated based on presence (50%) and involvement (50%). The course will be completed with the final exam which is a written test of multiple choice and essay questions. The exam is based on the reading material and the lectures.

### **ASSESSMENT**

Class attendance (attendance 10 points, contribution 10 points)	20 points
Case studies (10 points each)	20 points
Project work, presentations (15points written report, 5 points presentation)	20 points
Final exam	40 points
<hr/> Total	<hr/> 100 points

**Grades are not negotiable.** Any attempt at negotiation may potentially result in official disciplinary action!

### **Class attendance:**

Class attendance is mandatory. **Participation in lectures** is an important part of the process and understanding of the subject, and tutors have the right to make a so-called 'positive attendance sheet'. Based on the 'positive attendance sheet' the tutor can give 5% extra points beyond all the points obtainable for the final grade. **Attendance of the seminars is compulsory.** The acceptable level of absence is  $\frac{1}{4}$  of all lessons (i.e. 3 seminars). **In exceptional cases** (hospital treatment, permanent illness) provided that the total absence is less than 50%, the tutor can (if he/she so decides) give an opportunity for supplement. *Study and Examination Regulations – 21§ (3) and (5)*

In cases where the professor indicates that the classes (although termed "lecture" and "seminar" for administrative purposes) are, in fact, a mix of lecture and seminar/practical work, attendance at both classes is mandatory.

Simple doctor's certificates will not be accepted. If the student has exceeded the maximally allowed number of absences, only verifiable, official hospital- or treatment center documentation proving hospital treatment or permanent illness shall be accepted.

Students whose absence from the seminars exceeds the maximally allowed 3 occasions (partial seminar attendance or repeated late arrival can be counted as absence), will be given a "not signed" (aláírás megtagadva) grade. Students receiving the "not signed" grade will not have the option of taking either the final or any of the retake examinations, but shall have to retake the course in a subsequent semester.

Students who in any way disrupt a class (lecture or seminar) will be warned once. If the student's disruptive behavior continues after the first warning, the tutor has the right to send the student out of the room and note that the student has been absent from the given class.

## **Cheating, plagiarism**

Any attempt at cheating or [plagiarism](#) (see: <http://isp.uni-corvinus.hu> / Current students / Thesis Work – first downloadable file) in quizzes, assignments or at examinations shall result in an automatic “F” (fail) grade and the student will not be able to take either the final examination or the retake examinations, but shall have to retake the course in a subsequent semester.

Please note that professors have access to a professional plagiarism checker throughout the academic year and can check any assignment submitted.

For information on how to cite when writing an assignment or paper, please check here (<http://isp.uni-corvinus.hu/index.php?id=55379> Thesis Work Guidance Bachelor BM & IB pp: 5, 7, 8).

## **Examinations and retake examinations**

In keeping with the Corvinus Study and Examination Regulations, a total of 3 examination opportunities shall be offered in the case of core courses (except for the CIEE courses where – in keeping with the American Educational Regulations only a single examination opportunity will be given), or in the case of the elective courses where professors can decide to offer only 1 or 2 opportunities.

The examinations will be spaced out during the official examination period, although the first examination (taking into consideration the foreign exchange students) will be held during the first week of the final examination period. Students returning home prior to the end of the official examination period do so at their own risk as no special consideration shall be given in such cases.

Students must sign up for exams through the Students Information System (Neptun).

The registration for and deregistration from chosen exam date(s) may be modified not later than 24 hours prior to its start. Examinations held on Mondays are exceptions, since exams on Mondays must be signed up for no later than 72 hours prior to the start. (*Study and Examination Regulations* 22.§ 2.) Students not signed up for a given examination will not be allowed to take it.

Students signed up for a given exam but failing to take it will be given a “not present” (“nem jelent meg”) grade. While such a grade will not decrease the total number of times they can attempt the examination, it will result in a special administrative fee.

### **Compulsory reading:**

Levy, Michael–Weitz, Barton–Grewal, Dhruv (2019): *Retailing Management*. 10<sup>th</sup> international edition McGraw-Hill Education, New York.

### **Recommended readings:**

Uploaded articles on Moodle

### **Grading:**

### International grading scale

<i>Percentage achieved</i>	<i>International grade</i>
97-100	<b>A+</b>
94-96	<b>A</b>
90-93	<b>A-</b>
87-89	<b>B+</b>
84-86	<b>B</b>
80-83	<b>B-</b>
77-79	<b>C+</b>
74-76	<b>C</b>
70-73	<b>C-</b>
67-69	<b>D+</b>
64-66	<b>D</b>
60-63	<b>D-</b>
0-59	<b>F</b>

### Hungarian and ECTS grading scale

<i>Percentage achieved</i>	<i>Hungarian grade</i>	<i>ECTS equivalent</i>	<i>Explanation for the Hungarian grade</i>
87-100	<b>5</b>	<b>A</b>	<b>Excellent</b>
77-86	<b>4</b>	<b>B</b>	<b>Good</b>
67-76	<b>3</b>	<b>C</b>	<b>Satisfactory</b>
60-66	<b>2</b>	<b>D</b>	<b>Pass</b>
0-59	<b>1</b>	<b>F</b>	<b>Fail</b>
	<b>Nem jelent meg</b>	<b>DNA</b>	<b>Did not attend (no credit)</b>
	<b>Nem vizsgázott</b>	<b>I</b>	<b>Incomplete (no credit)</b>
	<b>Aláírva</b>	<b>S</b>	<b>Signed (no credit)</b>
	<b>Megtagadva</b>	<b>R</b>	<b>Refused (no credit)</b>