

| Course: Consumer Behavior and Retail Marketing | | | | | |
|--|------------------------------|--|---|---------------|------------------------------|
| Semester | Duration | Course character | Workload | Credit points | Examination form |
| | Per semester/one time a year | Election course | 90 h including 28 h in contact 62 h self studies | 3 | Cumulative test, exam 60 min |
| Course coordinator Joachim Hurth | | | Prerequisites Knowledges Marketing English Knowledge | | |
| Description of the course | | | | | |
| <p>During this course we will look at topics of Consumer Behavior and Retail Marketing. Various issues will be looked at and further illustrated via practical case studies. The content of this module is aimed at furthering basic knowledge in Retail Management and includes the following topics:</p> <p>Consumer Behavior</p> <ul style="list-style-type: none"> • Introduction • Perception, Learning, Motivation • Attitudes, Decision Making, Buying <p>Retail Marketing Mix</p> <ul style="list-style-type: none"> • Pricing • Merchandise and Category Management • Instore Marketing | | | | | |
| Competency aims | | | | | |
| <p>The students shall take up facts and apply them to case studies. The solution is presented and discussed. Practising english is another competence to earn.</p> | | | | | |
| Course components | | | | | |
| <p>Text analysis Lecture Case studies Discussion Presentation</p> | | | | | |
| References | | | | | |
| <p>Solomon, M.R. (2020): Consumer Behavior, 13. Ed., Harlow. Zentes, J./Morschett, D./Schramm-Klein, H. (2017): Strategic Retail Management, 3. Ed., Wiesbaden. Berman, B./Evans, J.R./Chatterjee, P.M. (2018): Retail Management, 13. ed., Upper Saddle River. Levy, M./Weitz, B.A./Grewal, D. (2019): Retailing Management, 10. ed., New York.</p> | | | | | |
| Lecturer | Course language | Usability in ongoing studies / other studies | | | |
| Joachim Hurth | english | Majors Retail, Marketing | | | |