

<b>Course number</b> 32b.3	<b>Course name</b> Service and Retail Marketing		
<b>Code</b> SRM	<b>Semester</b> 7	<b>Number of WSH</b> 4	<b>Module offered</b> every semester (recommended for Winter Semester)
<b>Lecturer</b> Prof. Dr. Christian Dach	<b>Tuition type</b> Seminar-style tuition		<b>Compulsory/Elective</b> Compulsory
<p><b>Learning outcomes</b></p> <p>The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:</p> <ul style="list-style-type: none"> <li>• Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested</li> <li>• Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied</li> <li>• Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained</li> </ul> <p>The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.</p> <p>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</p> <p><u>Subject skills</u></p> <p>Students are familiar with the particularities of service and retail marketing (1). 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 (2 and 3). Special emphasis is put on the challenges of social media for service companies (2).</p> <p><u>Social skills</u></p> <p>Students are able to work in intercultural teams and solve group tasks in English (3).</p> <p><u>Method skills</u></p> <p>Students have a good command of specific methods of service marketing and understand intermediation theories (2).</p> <p><u>Personal skills</u></p> <p>The students are able to take part in English discussions and to defend their positions (2).</p>			
<p><b>Content</b></p> <ul style="list-style-type: none"> <li>• Service Marketing <ul style="list-style-type: none"> <li>○ Types of Service Companies</li> <li>○ Consumer Behaviour in the Service Context</li> <li>○ Service Strategy</li> <li>○ Service Quality</li> </ul> </li> </ul>			

<ul style="list-style-type: none"> <li>○ Service Marketing Mix</li> <li>• Retail Marketing <ul style="list-style-type: none"> <li>○ Types of Retailers</li> <li>○ Intermediation and Disintermediation</li> <li>○ Consumer Behaviour in the Retail Context</li> <li>○ Retail Market Strategy</li> <li>○ Retail Marketing Mix</li> </ul> </li> </ul>		
<p><b>Literature</b></p> <p><u>Required reading</u></p> <p>Levy, M. / Weitz, B. A. / Grewal, D.: Retailing Management, 9th edition, New York 2014</p> <p>Wirtz, J. / Lovelock, C.: Services Marketing, 8th edition, New Jersey et al. 2016</p> <p><u>Recommended reading</u></p> <p>Gemmel, P. / van Looy, B. / van Dierdonck, R.: Service Management, 3rd edition, London et al. 2013</p> <p>Kotler, P. / Keller, K.L. / Brady, M. et al.: Marketing Management, London et al. 2009</p> <p>Kotler, P. / Armstrong, G.: Principles of Marketing, 16th edition, Boston et al. 2016</p> <p>latest edition each</p>		
<p><b>Teaching and learning methods</b></p> <p>Presentation</p> <p>Seminar and group work</p> <p>Use of inverted classroom concept: self-study videos combined with in-class sessions including discussions, deep dives and case studies</p>		
<p><b>Type of examination/Requirements for the award of credit points</b></p>		<p>Take Home Exam</p> <p>Duration: 90 minutes</p>
<p><b>Usability in other degree programmes</b></p>		<p>The module can also be used in the Bachelor's degree programme in Business Studies.</p> <p>In other degree programmes, the module is not anchored in the curriculum as a compulsory or elective module. However, it can be taken as a purely elective module after consultation with the faculty. The respective examination board (Prüfungskommission) decides on possible recognition.</p>
<p><b>Other information</b></p>		<p>Usually, half of the class consists of international students.</p>
<p><b>ECTS Credits</b></p> <p>5</p>	<p><b>Workload</b></p> <p>150 hours</p> <p>Contact/attendance time: 60 h</p> <p>Additional work: 90 h</p>	<p><b>Course language</b></p> <p>English</p>