

Course number 32c 3	Course name Retail and Service Marketing (Handels- und Dienstleistungsmarketing)		
Code RSM	Semester 7	Number of WSH 4	Module offered Every semester
Lecturer Prof. Dr. Dach	Tuition type Seminar-style tuition with exercises		Compulsory/Elective Compulsory
<p>Learning outcomes</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. 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.</p> <p><u>Social skills</u></p> <p>Students have learned to work in intercultural teams and solve group tasks in English.</p> <p><u>Method skills</u></p> <p>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).</p> <p><u>Personal skills</u></p> <p>The students are able to take part in English discussions and to defend their positions.</p>			
<p>Content</p> <ul style="list-style-type: none"> • Service Marketing <ul style="list-style-type: none"> ○ Types of Service Companies ○ Consumer Behaviour in the Service Context ○ Service Strategy ○ Service Quality ○ Service Marketing Mix • Retail Marketing <ul style="list-style-type: none"> ○ Types of Retailers ○ Intermediation and Disintermediation ○ Consumer Behaviour in the Retail Context ○ Retail Market Strategy ○ Retail Marketing Mix 			
<p>Literature</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>			

Recommended reading		
Gemmel, P. / van Looy, B. / van Dierdonck, R.: Service Management, 3rd edition, London et al. 2013		
Kotler, P. / Keller, K.L. / Brady, M. et al.: Marketing Management, London et al. 2009		
Kotler, P. / Armstrong, G.: Principles of Marketing, 16th edition, Boston et al. 2016		
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