

Course: Consumer Behavior and Retail Marketing					
Semester	Duration	Course character	Workload	Credit Points	Examination form
	one Semester/ once a year	Elective	90 h, davon 28 h Contact studies 62 h Self studies	3	Cumulative test, exam 60 min
Course coordinator			Prerequisites		
Prof. Dr. Joachim Hurth			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			
Prof. Dr. Joachim Hurth	english	Majors Retailing, Marketing			