



APPLIES TO ACADEMIC YEAR 2010/2011

## VHL 3407 Corporate Reputation in Retail Management

### Programme

Bachelor in Retail Management (1. year)

### Responsible for the course

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

Various circumstances lately have seriously put reputation management on the agenda for companies and organizations within the retail sector. A good reputation gives you advantages with regard to sales, recruiting people, price, and branding. Your trustworthiness and credibility as well as the ability to communicate the messages are important for a good reputation and a strong position in the market.

### Learning outcome

#### Acquired knowledge:

- Knowledge of methods and communication tools for building strong relations to stakeholders
- Understand the connections between reputation, sales and customer loyalty
- Understanding that reputation increasingly is linked to ethics and moral within the retail sector
- Knowledge about the media and their role regarding reputation
- Knowledge due to the new media situation
- Awareness that the new media landscape provides new possibilities as well as threats for companies within the retail sector

#### Acquired skills

- Ability to analyse stakeholders
- Ability to take part in the company's process of building reputation
- Awareness of the connections between branding, sales and reputation
- Ability to see the connections between reputation, ethics and corporate social responsibility
- Ability to analyse the media and identify what is news
- Demonstration of innovation with regard to media channels and marketing mix
- Demonstration of insight in methods and tools with regard to marketing PR

#### Reflections:

After the course, the students should be able to ask critical questions and reflect over the fact that reputation increasingly is connected to ethical standard and corporate social responsibility.

#### Prerequisites

None

#### Compulsory reading

##### Books:

Hatch, Mary Jo & Majken Schultz. 2008. Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding. San Francisco, Calif. : Jossey-Bass. 288 sider

##### Collection of articles:

Cecilie Staude. 2010. Artikkelsamling til VHL 3407 Omdømmebygging i varehandelen. Handelshøyskolen BI

#### Recommended reading

##### Books:

Apeland, Nils M. 2007. Det gode selskap - omdømmebygging i praksis. Høvik : Hippocampus  
Brønn, Peggy Simcic og Øyvind Ihlen. 2009. Åpen eller innadventd : omdømmebygging for organisasjoner. Oslo : Gyldendal akademisk. 255 sider  
Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. København : Børsen. hele boken

### Course outline

- The retail sector, the mass media and the environment
- Building reputation – strategy, roles, relations and process
- Stakeholder analysis – relations and networking
- Identity
- Reputation and branding
- Communication channels and marketing mix
- Crisis management
- The news media and reputation
- Media strategy
- Credibility and trustworthiness
- Ethical and corporate social responsibility

### Computer-based tools

No specified computer-based tools are required.

### Learning process and workload

The course is based on process teaching for 45 hours. There will be individual assignments, group projects, and oral presentations as well as individual and collective guidance. The course is practical/theoretical due to the fact that the students follow a real company throughout the whole course and are going to solve real communication and reputation problems for the company. The students have to accomplish five assignments during the course. All the assignments need to be placed in a student portfolio.

The different assignments will be evaluated all through the course but will not be graded.

Activity	Use of hours
Lectures (participation in class) I	30
Lectures (participation in class) II	6
Preparation for tutorials	9
Preparation for lectures/reading literature	75
Case work	80
<b>Total recommended use of hours</b>	<b>200</b>

### Feedback on assignments:

In each lesson the students will be told what kind of assignments have to be solved for the next session. The teacher will evaluate some of these in class, and the students will also evaluate each other. The students can continue working on their assignments throughout the semester. At the end of the semester, the students have to choose four out of five assignments that will account for 100 percent of the grade in the course. A self- reflection report is required, and needs to be handed in at the end of the course.

### Use of hours

### Examination

The grade in the course is based on four out of five assignments as well as a reflection document. Se details under "learning process and work load" for additional information.

### Examination code(s)

VHL 34071 – Portfolio, accounts for 100 % of the grade in the course VHL 3407 Reputation Management in Retailing, 7,5 credits

### Examination support materials

All exam support materials are allowed.

### Re-sit examination

A re-sit examination is held in connection with the next scheduled exam in the course. Students who are taking a new exam must take the course all over again including all parts of the evaluation.

## **Additional information**