



APPLIES TO ACADEMIC YEAR 2011/2012

VHL 3552 Retail I: Competitive Advantages, the Experience of Location and Merchandise Assortments

Programme

Bachelor in Retail Management (2. year)

Responsible for the course

Jan Ivar Fredriksen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Qualified managers are of great importance when correct pathways toward competitive advantages, attractive stores and optimal results are considered. This course will actualize multidisciplinary and analytical comprehension concerning actual tasks together with relevant empowerment.

Retail 1 is the first of two courses in retailing. The focus is on competitive advantages and the experience of location and merchandise assortments. Retail 2 deals with store management, expansion strategies and store chain management.

Learning outcome

Acquired knowledge

The student will acquire knowledge and obtain adequate insight concerning the following:

- The concept of retailing, structural and dynamic development, including classification of retailers, types of stores, location formats and types of ownership
- Consumer behaviour, including the customer's mental processes and behaviour before, during and after buying, buying and selling steps
- Marketing strategies and competitive advantages based on strategic targets and internal processes like format development, financial strategies, supply chain management and strategic human resource management
- Marketing strategies and competitive advantages based on strategic targets and external factors such as marketing communications and customer relationship management
- Different types of locations, principles, effect and dynamics, including management and establishment
- Conditions for optimal location regarding different types of retailers and formats
- Assortments including goods and services focusing on important aspects and decision-making including assortment concepts and principles
- Alternative classifications of merchandise, category management, merchandise placing, space management and consumer mental categories
- Important aspect regarding buying merchandise and selection of vendors
- Important aspects in pricing and communications affecting the retailer's sales results and image

Acquired skills

The acquired skills in the course primarily include the establishment of a retailer in a consumer market. The secondary the focus is on the maintenance of an existing retailer's competitive position in his market.

On completion of this course the students will be able to undertake relevant analysis, including:

- Selection of market strategy, including selection of target market(s), strategic position and competitive advantage
- Selection of optimal location
- Development and maintenance of a selling merchandise assortment

Reflection

The acquired reflections are identical for both retail 1 and retail 2 and include:

- The candidate will during and after the course realize the importance of multidisciplinary knowledge and skills for practicing retailing

- The students will be encouraged to reflect on the importance of analysis before and after implementation of the retailer's strategies and concepts of management
- The students will increase their focus on the importance of the relationships and interactions between human beings, merchandise and technology within the store, and furthermore, the development of harmony, mental balance and financial security for managers, employees and the retailer's customers.

Prerequisites

Basic courses in marketing and business economics.

Compulsory reading

Books:

Fredriksen, Jan Ivar. 2010. Varehandelsledelse. Fagbokforlaget. Kapittel 1- 6 og 11
 Levy, Michael, Barton A. Weitz. 2011. Retailing management. 8th ed. McGraw-Hill/Irwin.
 Kapittel 1- 16

Recommended reading

Journals:

Bransjetidsskrifter. Kjedemagasinet, Daglivarehandelen, Tekstilforum m.v.

Course outline

The retail industry

Types of retailers, retail formats, retail chains and ownership
 Shopping based on experience
 Convenience retailing
 Multichannel retailing
 Specialized retailers
 Location types and formats

The retail consumer

The new customer
 Consumer behaviour focusing on buying and consumption in the retail industry
 Targets and types of customers in new retail formats

Competitive advantages

Market strategies
 Establishment and development of competitive advantages focusing format development, innovation and new concepts
 Establishment and development of competitive advantages based on strategic human relations management (HRM), customer relationship management (CRM), supply chain management (SCM), calculation and pricing strategies.

Location and site selection

Aspects of selecting different types of location and location formats
 City or town locations, shopping centres, formats and management principles
 Quantitative analysis regarding demography and market aspects

The experience of merchandise assortments

The selling assortments, width and depth of merchandise and services
 Retailers with compounded merchandise, profitability and adjustment matching the consumer's mental categories
 Establishing and maintenance within merchandise assortments planning, buying systems and selection of vendors
 Space management
 Category management
 The customer's price experience
 Market communications with focus on image development and increasing sales

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The teaching within the course is process based partly on classroom teaching, individual and group training and individual and group supervision.

The course is both practical and theoretical, which means that most of the theoretical issues and tasks are discussed in a practical context. The discussions and training tasks are based on the students own selected companies from the retail industry.

Coursework requirements:

During the course, the students will complete 3 training tasks with exact deadlines. It is recommended to

work in groups of 2-4 students. Evaluation will be given to each group. The students will use the electronic tool "It's learning" for sending in their papers.

Activity	Use of hours
Participation in lectures	36
Preparation before lectures	33
Training tasks and work in groups	65
Colloquium and student based guidance	26
Self study/reading literature/preparing for the exam	40
Total recommended use of hours	200

Use of hours

Coursework requirements

Completion of 2 out of 3 papers related to the training tasks.

The coursework requirements must be approved for the student to be allowed to sit for the exam in the course.

Examination

An individual 5-hour written exam completes the course.

Examination code(s)

VHL 35521 – Written exam which accounts for 100% of the grade in VHL 3552, 7.5 credits.

Examination support materials

No aids permitted

Re-sit examination

A re-sit is held every semester

Students who do not complete the coursework requirements are not allowed to sit for the exam. In such cases the student must retake the whole course. Students who do not pass the written exam or who wish to improve their grade can take re-sit for the exam in connection with the next examination in the course. .

Additional information