



APPLIES TO ACADEMIC YEAR 2012/2013

NVH 3106 Retail Marketing

Programme

Program in Store Management

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

This course is a part of the retailing executive program. The retailing executive program are mainly targeted employees and business leaders in the retail and service industry.

Learning outcome

Acquired knowledge

The student will acquire basic knowledge concerning the store as a brand and the retail communication mix.

The student will acquire knowledge and obtain adequate insight into essential constructs and theoretical approaches in selling, self service technology and services concerning the following:

- Customer service
- Personal selling in retailing
- Handling complaints
- Store design and visual merchandising
- Customer relationship management
- Multi channel retailing
- Market analyses

Acquired skills

The student will be able to identify, analyze and implement simple actions in store concerning topics mentioned under acquired knowledge.

Reflection

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

No previous knowledge is requested, but it is recommended as a follow up course on NVH 3103 Retail Organization. Experience from the retail industry is a benefit.

Compulsory reading

Books:

Framnes, Runar, Arve Pettersen og Hans Mathias Thjømøe. 2011. Markedsføringsledelse. 8. utg. Universitetsforlaget. ca 260 sider/kapitlene 2.3, 7, 8, 9.4-9.5 og 12.1-12.8
Fredriksen, Jan Ivar. 2010. Varehandelsledelse. Fagbokforlaget. ca 140 sider/kapitlene 1, 2, og 7-10

Recommended reading

Journals:

Bransjetidskrifter fra detaljistbransjene

Course outline

- The store as a brand
- The retail communication mix
- Customer service
- Personal selling
- Handling complaints
- Store design and visual merchandising
- Customer relationship management
- Multi channel retailing
- Market analysis

Computer-based tools

itslearning

Learning process and workload

The teaching within the course is process based partly on 36 ours with classroom teaching and group training. The participants are requested to relate training tasks to their own company.

Aktiviteter:	Timebruk
Participation in lectures	36
Preparation before lectures	24
Training tasks and work in groups	40
Self study/reading literature/preparing for the exam	60
Miscellaneous	40
Total recommended use of hours	200

Examination

A term project accomplished individually or in groups until three persons and an three hour individual written examination concludes the course.

Examination code(s)

NVH 31061 - term project counts 40 %

NVH 31062 - three hour individual written examination counting 60 % concludes the course.

Examination support materials

No aids permitted

Re-sit examination

Re-sit is by next ordinary examination arrangement. Re-sit in the term project has to be accomplished individually.

Additional information

Completed and graduated NVH 3106 Retail Marketing may be authorized in the Bachelor of Management-program by Norwegian Business School BI.