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| **Course ID number***(filled by the Dean’s Office)* |  |

**Course syllabus**

**General information**

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| **Course title:** | **International Retail Marketing** |
| **Faculty:** | Management | **Programme** **of study:** | International Business |
| **Study level:***(please tick)* | ⌧ BA ⌧MA | **Academic year:** | 2017/2018 |
| **Number of ECTS points:** | 3 | **Course completion method:** *(please tick)* | ⌧ With an exam🞎Without an exam |
| **Language** **of instruction:** | English | **Course teaching team:** |
| **Course leader:** | Papp Judit |
| **Lectures:** | Papp Judit |
| **Classes:** | - |
| **Lab classes:** | - |
| **Department** **of the course teaching team:** | Department of Consumer Research |
| **Course status:***(please tick)* | 🞎 Compulsory⌧ Elective | **Course time frame:***(no. of semesters)* | open |

**Contact hours**

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| **Course forms** | **Number of hours** |
| **Lectures** | 15 |
| **Classes** | - |
| **Lab classes** | - |
| **Language classes** | - |
| **Seminars** | 25- |
| **Other** *(e.g. practitioners’ lecturers, study trips)* | 35- |
| **Total number of hours** | 75 |
| **Examination** *(hours)* | - |

**Course objective and key words**

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| **Course objective: To be able to integrate the different parts and activities of international retail especially concerning the marketing activities of the retail companies and the related stakeholders. To be able to understand the processes, the consumer behaviour, the different POS, POP marketing strategies and activities of the participants. To be able to optimalise the product range and the other elements of the marketing mix with the focus on the international retail management.** |
| **Course key words: international, retail, marketing mix, product range, POP, POS, promotions, outlay, process optimalisation, inventory management, consumer behaviour** |

**Course content**

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| The terms and expressions of international retail marketing and management |
| The aspects and the advantages, disadvantages of the different marketing mix variables |
| The aspects of choosing outlets  |
| The aspects of choosing outlets in international context: think globally and act locally in retail marketing |
| The IMC concept in practise with the focus on international retail marketing and management |
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**Teaching and learning methods**

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| **Direct contact hours** |
| **Teaching methods** | **Description** | **Number of hours** |
| 1. On-line case study analysis
 | The case study method is used to illustrate related IRM problems | In total should be 15h |
| 1. Interactive lectures
 | Lectures are provided in an interactive way |  |
| 1. Group discussions
 | Student in groups of 4-5 discuss IRM related problems  |  |
| 1. Presentations and reports
 | Both teachers and students use presentation method for inspiration and knowledge sharing |  |
| **Self-study hours** |
| **Learning method** | **Description** | **Number of hours** |
| 1. On-lone case study decision preparation
 | Students prepare one comprehensive case study during the course  | In total it should be 35 |
| 1. Literature studies
 | Studying compulsory and recommended literature, studying class notes |  |
| 1. Group work on decisions, reports and presentations
 | Working individually on homework in form of assignments | 25 |
| 1. Reading source material
 | Getting familiar with videos and further reading recommended by the teachers and indicated in the compulsory textbook |  |
| **Total number of hours[[1]](#footnote-1)** *(direct and self-study plus exam hours)***:** | **75** |

**Learning outcomes**

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| **Code of the learning outcomes** | **Student learning outcome achieved in the course** | **Methods of assessing the outcomes** | **Documentation** |
| **Knowledge** |
| IB1\_W05 | Student has basic knowledge on the subject of relationships between business entities as well as other subject and institutions creating international and intercultural environment  | Written report discussions | Report samples, discussion topics list |
| IB1\_W06 | Student differentiates between the relationships typical for entities functioning in international markets | Written report, discussions | Report samples, discussion topics list |
| IB1\_W07 | Is aware of the characteristics and the role of entrepreneur operating in international and intercultural settings | Written report, discussions | Report samples, discussion topics list |
| IB1\_W12 | Possesses elementary knowledge of international market research, in particular of research problems as well as research methodology, tools and techniques. | Written report, discussions | Report samples, discussion topics list |
| **Skills** |
| IB1\_U01 | Student is able to identify and interpret phenomena and business, social and managerial processes occurring in the international scale, along with their conditions | Decision results report  | Examples of decision results report  |
| IB1\_U02 | Student is able to use basic theoretical knowledge concerning international business and associated disciplines in order to interpret and analyse the circumstances of business entities operating on domestic and international markets.  | Decision results report | Examples of decision results report |
| IB1\_U07 | Student is able to analyse and interpret systems of norms applicable to different cultural, economic and legal circumstances | Decision results report | Examples of decision results report |
| **Social competences** |
| IB1\_K02 | Student can cooperate and work on a team, also on involving representatives of other cultures  | Working in groups on online case studies | Examples of decision reports and discussion topic for groups |
| IB1\_K08 | Student is prepared to acquire and enhance international business knowledge on his/her own | Self-work on online decisions, reports, discussions | Examples of decision reports and discussion topic for groups |

**Assessment methods**

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| **Assessment mode** | **Description** | **Weight** *(percentage of the final grade)* |
| 1. Online case study decision reports
 | Presenting a comprehensive solution to a selected case study as well as further discussion questions | 60% |
| 1. Reports
 | Preparing homework in the form of a written assignment | 20% |
| 1. Class participation
 | Taking active part in group work and discussions  | 10% |
| 1. Presentations
 | Evaluation the theoretical part of students’ knowledge | 20% |

**Course literature**

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| **Compulsory reading list** |
| 1. Allen-Semenik: Advertising and Integrated brand promotion; Course material and online articles;
 |
| **Recommended reading list** |
| 1. Landa: Designing brand experiences; Kucharska et al: The retail trade in Europe;Eurostat: Key figures on Europe
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1. Total number of hours must follow the rule: 25 hours (both direct and self-study) per 1 ECTS point; in case of languages it is 30 hours per 1 ECTS point [↑](#footnote-ref-1)