



Faculty of Social Sciences

## **SMMM13, Introduction to Retailing and Consumption, 7.5 credits**

*Introduktion till handel och konsumtion, 7,5 högskolepoäng*  
**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Studies on 2024-03-06 (STYR 2024/795.) and was last revised on 2026-02-12. The revised syllabus comes into effect 2026-02-12 and is valid from the autumn semester 2026.

### **General information**

The course is part of the Master's Programme in Service Management (SASMA) and is the first specialisation-specific course in the Retailing and Consumption specialisation and is given in the first semester.

*Language of instruction:* English

*Main field of study* Specialisation

Service Management            A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

For a grade of Pass on the course, the student shall be able to

#### **Knowledge and understanding**

- demonstrate knowledge and understanding of socio-cultural perspectives on retailing and consumption, and
- independently explain how retailing and consumption are interwoven with social, cultural, technological, and economic dimensions of society and what this may mean for the development of retail practices.

## Competence and skills

- discuss basic perspectives and concepts in socio-cultural retailing and consumption research,
- discuss how retail shapes and is shaped by the current consumer culture,
- independently identify, analyse, and communicate the challenges and development opportunities of retail from socio-cultural perspectives, and
- develop and write independent arguments concerning the value of a socio-cultural perspective on retailing and consumption.

## Judgement and approach

- be able to evaluate concepts by critically relating and relating to theories and arguments in socio-cultural research on retail, and
- adopt an academic approach to writing based on the practices of peer reviewed scientific publishing.

## Course content

The aim of the course is to introduce central socio-cultural perspectives and theories on retailing and consumption. The course consists of three modules that address and problematise retail from a socio-cultural perspective.

Module 1: This module addresses perspectives and concepts relating to retail as service work.

Module 2: This module addresses perspectives and concepts relating to retail as a place.

Module 3: This module addresses perspectives and concepts relating to retail, shopping and consumption.

## Course design

The teaching consists of lectures, seminars, workshops, and supervision.

Participation in seminars is mandatory. Absence will be compensated with replacement activities later during the course or closely connected to the course.

## Assessment

The assessment is based on:

- Active participation in seminars (3 credits), module code 2401
- Written project work in groups (4,5 credits), module code 2402

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## **Grades**

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

Grades for unsuccessful results are labelled as Fail. The student's result is assessed on the basis of the course's learning outcomes. For the grade E, the student has shown a sufficient result. For the grade D, the student has shown a satisfactory result. For the grade C, the student has shown a good result. For the grade B, the student has demonstrated a very good result. For the grade A, the student has demonstrated an excellent result. For the grade Fail, the student has demonstrated an inadequate result.

Module code 2401 is excluded from the grading scale above. As a grade for this module, one of the designations pass or fail is used.

To pass the course, the student must obtain at least grade E on module code 2402 and pass on module code 2401.

At the start of the course, the student is informed about the objectives of the syllabus and the grading scale and its application in the course.

## **Entry requirements**

For admission to the course, the student must be admitted to the Master's Programme in Service Management (SASMA), 120 credits.

Oral and written proficiency in English equivalent to English 6/B from Swedish upper secondary school is required. Equivalence is carried out in accordance with national guidelines.

## **Further information**

The course cannot be included in the degree together with SMMV13 Introduction to Retail (7.5 credits).