



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV24, Retail Marketing: Theoretical Perspectives and Concepts, 7.5 credits**

*Retail marketing: Teoretiska perspektiv och begrepp, 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 Management and Service Studies on 2019-09-30 and was last revised on 2020-09-16. The revised syllabus applies from 2021-01-18, spring semester 2021.

### **General Information**

The course is included in the Master's (120 credits) Programme in Service Management and is the third specialisation-specific course in the Retail specialisation. It is offered in the second semester.

*Language of instruction:* English

*Main field of studies*

Service Management

*Depth of study relative to the degree requirements*

A1F, Second cycle, has second-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 advanced understanding and knowledge of different perspectives in marketing and more specifically, retail marketing
- account for and compare different theoretical perspectives in retail marketing
- define and discuss key concepts related to marketing in a retail context with a special focus on theoretical perspectives in relation to brands and customer experience

### **Competence and skills**

- study phenomena linked to marketing in a retail context on a chosen theme
- analyse a retail context from different theoretical perspectives in retail marketing

### **Judgement and approach**

- relate critically to marketing strategies and evaluate them in a retail context

### **Course content**

The aim of the course is for the student to develop advanced knowledge of marketing in the retail trade from different theoretical perspectives with a special focus on theoretical perspectives in relation to brands and customer experience.

The course consists of the following two components:

1 Seminars in retail marketing (2 credits): In this component, different theoretical perspectives on marketing, with a special focus on theoretical perspectives in relation to brands and customer experience, are discussed.

2 Individual project (5.5 credits): In this component, the student engages in advanced study of a chosen theme in retail marketing. Such themes could for example include: sustainability, digitisation, brand strategy, consumers' experiences in relation to service and shopping.

### **Course design**

Teaching consists of lectures, seminars, workshops and supervision.

Unless there are valid reasons to the contrary, participation in seminars is compulsory. Students who have been unable to participate through no fault of their own due to circumstances such as an accident or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of elected office duties, e.g. as a student representative.

### **Assessment**

The course is assessed in the form of individual seminar assignments (2 credits) and an individual project (5.5 credits).

Three opportunities for examination are offered in conjunction with the course: A first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of a major change to, 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.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

Module code 2001 is exempted from the grading scale below. The grades awarded for this module code are Pass or Fail.

The student's performance is assessed on the basis of the learning outcomes for the course. For the grade of E, the student must show acceptable results. For the grade of D, the student must show satisfactory results. For the grade of C, the student must show good results. For the grade of B, the student must show very good results. For the grade of A, the student must show excellent results. For the grade of Fail, the student has shown unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

## Entry requirements

To be admitted to the course, students must have earned 15 credits in the Master's (120 credits) Programme in Service Management prior to the second semester of the programme.

## Subcourses in SMMV24, Retail Marketing: Theoretical Perspectives and Concepts

Applies from V20

- 2001 Individual seminar assignments, 2,0 hp  
Grading scale: Fail, Pass
- 2002 Individual project work, 5,5 hp  
Grading scale: Fail, E, D, C, B, A