

# Retail marketing

**EM165M9AB1**

## Program

**PGE**  
Visitants

## UE

Retail marketing

## Semester

B

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator

Dobromir STOYANOV



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## List of lecturers

| Lecturer(s)       | Email  | Contact hours - lecture |
|-------------------|--|-------------------------|
| Dobromir STOYANOV | <a href="mailto:dstoyanov@unistra.fr">dstoyanov@unistra.fr</a> | 27 h                    |

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## **Pedagogical contribution of the course to the program**

### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Co-build a managerial and organizational culture through collaborations and team projects

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

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## **Description**

Omnichannel distribution management and logistics play a major role in today's business world. However, many companies still confuse omnichannel with multi- and cross-channel retailing which narrows their understanding of what it means to have a successful omnichannel strategy and how to consistently manage a network of the store and non-store distribution channels. This course adopts a holistic approach on omnichannel retailing as it covers simultaneously the consumer and company's standpoints while keeping the balance between strategic and tactical decisions related to marketing, distribution management and logistics. Moreover, it discusses some basic spatial interaction models used as a stepping stone in Geographic information systems (GIS). Some of the companies discussed during the semester involve Amazon, Alibaba, Walmart, Tesco and Carrefour. The course follows the simple management structure of Analyzing, Planning, Execution, and Control, so at the end of the course, the students will be able to design a structured omnichannel strategy considering the latest trends or customer service, customer experience and last-mile delivery modes.

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## **Teaching methods**

### **Face-to-face**

- Lectures

### **In group**

- Exercises

- Oral presentations

- Projects

- Case studies/texts

### **Interaction**

- Discussions/debates

## Others

**No items in this list have been checked.**

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## **Learning objectives**

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** the different type of store and non-store distribution channels
  - - (level 3) **Choose** the most suitable marketing strategy for every distribution channel according to the favourability/unfavourability of the internal and external environment
  - - (level 4) **Analyze** the internal and external environment affecting the company's distribution and logistic activities
  - - (level 5) **Design** one year distribution plan
  - - (level 6) **Select** the best logistic partner for the chosen distribution strategy
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## **Outline**

1. Omnichannel distribution management plan (Part 1)
  2. Omnichannel distribution management plan (Part 2)
  3. Omnichannel distribution systems in retailing
  4. Merchandising techniques in retailing distribution
  5. Strategic & tactical modelling in distribution management & logistics
  6. Midterm test
  7. Presentation of the final projects
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**No prerequisite has been provided**

### Knowledge in / Key concepts to master

**No prerequisite has been provided.**

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## Teaching material

### Mandatory tools for the course

- Computer
- Calculator

### Documents in all formats

- Newspaper articles
- Case studies/texts

### Moodle platform

- Interface to submit coursework

### Software

- Pack Office (Word, Excel, PowerPoint, Access)

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

1. Zentes, J., Morschett, D., & Schramm-Klein, H. (2018). Strategic retail management. 3rd ed. Springer.
  2. Berman, B., & Evans, J. R. (2018). Retail management.13th ed., Pearson Education Limited.
  3. Smith, PR. & Zook, Z. (2019). Marketing Communications. Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogan Page.
  4. Ailawadi, K. L., & Farris, P. W. (2020). Getting multi-channel distribution right. John Wiley & Sons.
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Additional literature

1. Beck, N. & David Rygl (2015). Categorization of multiple channel retailing in Multi-,Cross-,and Omni-Channel Retailing for retailers . Journal of Retailing and Consumer Services, Vol. 27, pp. 170-178
2. Chopra, S. (2016). How omni-channel can be the future of retailing. Decision, vol.43,135-144
3. Larke, R. M. Kilgour & H. O'Connor (2019). Build touchpoints and they will come: transitioning to omnichannel retailing. International Journal of Physical Distribution & Logistics Management. Vol. 48 Issue: 4, pp.465-483.
4. Bernon, M., J. Cullen, Gorst (2016). Online retail returns management Integration within an omni-channel distribution context. International Journal of Physical Distribution & Logistics Management, Vol. 46 No. 6/7, pp. 584-605

5. Ailawadia, K. & P. Farris (2017). Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. *Journal of Retailing*, vol. 93, issue 1, 120-135.
6. Rigby, D. (2011). The future of shopping. <https://hbr.org/2011/12/the-future-of-shopping>
7. Hubner et al. (2016). Distribution systems in omni-channel retailing. *Business Research*, 9, 255-296
8. Kollmann, T. et al. (2012). Cannibalization or synergy? Consumers' channel selection in online-offline multichannel systems. *Journal of Retailing and Consumer Services* 19, 186-194.
9. Harris, P. et al., (2019). Understanding multichannel shopper journey configuration: An application of goal theory. *Journal of Retailing and Consumer Services* Vol. 44, pp. 108-117
10. Hübner et al. (2016). Retail logistics in the transition from multi-channel to omni-channel. *International Journal of Physical Distribution & Logistics Management*, Vol. 46 No. 6/7, pp. 562-583

## **EM Research: Be sure to mobilize at least one resource**

Textbooks, case studies, translated material, etc. can be entered

Stoyanov, D.K. (2023), "Is the whole greater than the sum of its parts? A vending retail study", *International Journal of Retail & Distribution Management*, Vol. 51 No. 3, pp. 327-346. <https://doi.org/10.1108/IJRDM-06-2022-0186>

Stoyanov, D. (2021), "Marketing of vending channels: a case of French university campuses", *International Journal of Retail & Distribution Management*, Vol. 49 No. 5, pp. 577-594. <https://doi.org/10.1108/IJRDM-06-2020-0228>

## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) : Continuous evaluation for every session

Written and oral (40 Min.) / Individual / English / Weight : 30 %

**Details :** Participation during the oral discussions in class. Homework and in-class assignments!

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO4.1-PGE**

**Intermediate assessment / continuous assessment 2**Class no. 6

Written (180 Min.) / Individual / English / Weight : 30 %

**Details :** Midterm test

**This evaluation is used to measure ILO1.3-PGE, ILO2.2-PGE, ILO4.1-PGE**

**Intermediate assessment / continuous assessment 3**Last class

Written and oral (30 Min.) / Group / English / Weight : 40 %

**Details :** Students have to form international teams and design a 1-year marketing plan for a distribution channel of their own choice. Half of this evaluation (20%) is based on the written group work presentation prepared by the students at home (For example MS PowerPoint, Prezi, etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during project presentation in class (20%)

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO4.1-PGE**